



**SLICE OF SUMMER** A slice of watermelon is a punny third quarter and entices passersby to stop and buy the fruit of summer that is selling at P130 pesos each along EDSA Memorials in Calabarzon City on Tuesday.

# Prosecution scores win



**GOING FOR 5,000** President Aquino (third from left) poses with business tycoons and officers of the Philippine Stock Exchange (PSE) after ringing the bell in Manila City on Tuesday to mark last Friday's historic market closing level of above 5,000 points. With the President are (from left) Anderson Tan, Teresita Sy-Coson, Jaime Augusto Zobel de Ayala, PSE chair Jose Pardo, PSE president Hara Sato and BPI president Aurelio Montebello III.

## PSE chair: Good governance luring investors

By Desires L. Loran

THE PHILIPPINES is experiencing a surge in portfolio investments from abroad on the back of renewed confidence among local managers in the country's economic prospects, Philippine

Stock Exchange (PSE) chair Jose Pardo said yesterday. Pardo pointed out that some US\$4.3 billion worth of foreign buying in local shares had so far been recorded this year, reversing the net foreign outflow in the same period last year.

"The continued strengthening of our macroeconomic fundamentals, positive outlook on the growth of our listed companies and confidence in your administration's good governance drive, among others, have been catching the attention of in-

vestors locally and globally," Pardo said in a speech before President Aquino took to the PSE trading floor to celebrate the stock index's rise on Monday above the 5,000 mark.

"This historic rise of the index

### Idea: They give dogs bad name, call them rascals

By Tina G. Santos

THEY GAVE dogs a bad name so why not change their name from Akita to, say, rascals?

"Change the name to something else... using a cute (street) dog," former first lady Arnette "Ming" Flores said when asked to



IDA/A/R

## UP tribute: Gani had his eye on the future

By Maricela Landino

(Philippine Daily Inquirer publisher Augustin M. Tanalot Jr. died last Friday in his home 10 days after undergoing a quadruple heart bypass operation. The 80-year-old has been flooded with tributes to him for his contributions to the media industry. Here's one more.)

INQUIRER publisher Augustin Tanalot had his eye on the future.

Every graduation day for the past decade, he attended the graduation rites of the college

## Impeachment court admits Corona bank accounts as evidence

By Christine K. Espinosa

LAWYERS of impeached Chief Justice Renato Corona yesterday lost in their bid to suppress evidence pertaining to his bank records, despite suspicions that the prosecution had obtained them through illegal means.

The justices denied that the Chief Justice, who is charged with betrayal of public trust and multiple violations of the Constitution, kept millions in several peso accounts that he did not disclose in his statements of assets, liabilities and net worth (SALNs).

Nonetheless, sitting as judges in the impeachment court, ruled to accept the evidence offered by prosecutors for the second argumentative article, which alleged that Corona failed to publicly declare his SALN.

"The court has arrived at a decision and ruling that it will deny the motion to suppress and accept the evidence for the prosecution," it said.

Prosecution feels vindicated but won't celebrate 'until last body stops' • Defense denies to court decision • Impeachment court not bound by rules of evidence / A2

## Lawyer gets slap on the wrist for 'bear no Miriam'

By Cathy C. Tanseman

FOR COMMITTING what his ex-wife, Mrs. Miriam Santiago, said was "a public act of evil," or a publicity-seeking stunt, defendant prosecution lawyer Vladimir Aquino II got away with only a slap on the wrist.

Santiago said she had no problem with the publicity stunt on yesterday in Aquino, who topped his wife with his hands at the dramatic the prosecution last Wednesday for suddenly announcing it was dropping five of the eight articles of im-

PEOPLE

## Gov't seeks 50% share of mining revenues

By Michelle K. Bana and Christine D. Avelaño

THE GOVERNMENT wants a larger share, possibly as high as 50 percent, in revenues generated by mining firms operating in the country, Finance Secretary Cesar Purisima said yesterday.

Speaking at the Philippine Economic Forum held at the Philippine International Convention Center in Manila City, Purisima described what the government was currently getting from mining firms as

### NEWS

**AFF: No word about coup vs P-Noy / A2**

**Son contradicts Chavit on tobacco 'sin' taxes / A2**

**Quake hits Masbate; 8 hurt / A10**

### WORLD

**150 die in arms depot blast in Congo / A25**

**LIFESTYLE**

**Bringing back PH designs 'glory days' / C2**



## 'We're talking only now due to revelations in trial'

By Cynthia D. Salas

(Last of two parts)

(Editor's Note: In this interview, Ana Diaz, one of Juanito's sons, talks about the family corporation and what she says were the injuries heaped on them by Chief Justice Renato Corona and his wife Cynthia for security reasons. Ana,

who is here on a short visit, requested the Inquirer not to reveal her whereabouts. She has been in the casino business for more than 20 years in Las Vegas, Nevada.

She clarified on Tuesday a sentence in the introduction to Part 1 of the Q and A which reads: "San Mc Diaz II, one of the original DIZO incorporators."

**NOTRE TALKING AN**

**Corona: Don't believe her lies / A6**





## PETITION FOR WRIT OF AMPARO

## Gatdula no-show at hearing

By James T. Sautel

FORBES National Bureau of Investigation (NBI) Chief Magangsal Gatdula failed to show up at a hearing yesterday on his petition for writ of amparo.

The judge to discuss the petition for writ of amparo is Justice Jose Y. Sison.

Gatdula's lawyer, Jose Y. Sison, said that Gatdula was unable to show up at the hearing because of a lack of resources to hire a lawyer to represent him.

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# NEWS

## Teves tells of 2 meetings with Abalos, Chinese businessmen

Dr. Leila B. Schweser

**FORMER** Finance Secretary Marquino Torres yesterday said he met in the Guangdong province for the first time with former Chinese state leader Jiang Zemin. Also, several Chinese business men in 2006 and 2007, and reached national broadcast network (RNB) deal was a record at the time.

The 1986 project was brought up in the second meeting, held at the Black Hawk Golf & Country Club, and it includes new Transportation and Communication Secretary Lane

Headlines were generated. This took place by late 2006 or early 2007.

Peter to deal, Derr said. She had sought a meeting with him in 2006 and brought along several Chinese businessmen who were interested in an agriculture-related project in Mississippi. One of the Chinese also attended the Wash Post gathering later.

Nguyen advised Times staff it was "not unusual" for government officials to bring guests by limo to work. He also said he could not recall other public officials who did the same.

The former secretary in the above administration was asked to act as witness to the company's past and of Kline, who made account of taking an interest in the NEN project which had nothing to do with his duties as Commissioner on Economic Development. The NEN had, according to O'Brien's ZTE Corp., was later created by them from their own Minnesota-Aurora and adoption of everything

In his testimony before the congressional subcommittee investigating the CIA's Fourth Division, Frost said he never had been at the White

Black marriage bureau of a previous engagement, and dated 1890.

He told the group members of Abkhaz, Mingchev and other Chinese businessmen was talking about putting a firm for the project and wanted to know the process of buying agricultural land. He believed he was invited because as secretary of Finance he would have to sign any loan agreement that might come up.

As for the first meeting with Abkhaz and other Chinese businessmen in 2006, he said Abkhaz called him up and asked to meet with him.

Deen invited Clinton to his house, and the two families had dinner with three Chinese businessmen, one of them who would be at the World War II meeting later. Deen was told the businessmen wanted to make him a very rich man by producing more than 100,000 copies of the 1989 protest during the meeting.

Meanwhile, the determination of probable causes is another

or 1988, estimated gains over the  
against Kinder, Mulcaire, for  
most President Aguirre and his  
national Jon-Eguren "Mike" A  
Agirre may have to wait another  
30 days.

This office, the Office of the Special Prosecutor (OSP), on Monday asked the Bangladeshese Board Directors for 20 more days to consider the motions for reconsideration filed by Minshin and Mike J. [www.dailymirror.com](http://www.dailymirror.com)

The OGP's deadline was March 6, but it said in its quantitative and narrative progress the pledged targets were still pending in the OGP file of the Government.

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## Deborah Salvador; 77

**RETIRED** public school teacher Delores Calverton Sabados, 73, died on March 3.

She is survived by her husband, Vernon Holloway, and sons Bruce D., Ronald, Raymond and Austin.

This resolution can currently be drafted, discussed and will be introduced to the United States for approval and budget laws this week.

### Correction

**IN THE MAR. 2 ISSUE**, a front-page story—"CMA decides over Egypt's order to 'go West'"—announced the party-bet group of Rep. Juan Miguel Arias. He is the representative of Ang Colón Province—and Ann Kinnaman.

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Singapore maids' day off is fine, but it's 'not enough'

By TJ Burgeville

SINGAPORE'S decision to grant a world first day to all foreign domestic workers, including Filipinos, was significant but fell short of international standards. Human Rights Watch and Amnesty.

The reform, announced by Singapore's Manpower Ministry on Monday, would allow it to apply to new contracts and renewals by giving January 2010 and fails to address the isolation of domestic workers from other key labor protections in Singapore's Employment Act, the *New York Times* notes. [nytimes.com/2009/01/05/asia/singapore.html](http://nytimes.com/2009/01/05/asia/singapore.html)

**Basic: night**

"The Singaporean government's recognition of a weekly rest day as a basic labor right will make the lives of migrant domestic workers better," said Nisha Mehta, senior research rights researcher at Human Rights Watch, in a statement.

But this action, she added, "should go into effect this year and apply to all doctors in practice and their current contracts."

Many of them work long hours every day a week, then rest several months.

pay to settle charges imposed by emergency agencies, and then restrictions on leaving their work place even during their time off. It said:

Given the imbalance of power between employer and domestic workers, there is significant risk of abuse by employers who may control workers' life-saving assets that restricts the working day.

"As Minister Tins noted in his speech in parliament, why often is critical for a horse is whether its physical, mental and emotional wellbeing," Wells said. "The government should ensure the monetary principles and outcomes that dominate, whether collectively or individually, do not compromise the welfare of our sheep."

## References

Singapore has introduced reforms in recent years to improve the situation of live-in domestic workers, including measures for orientation programs and stronger regulation of employment agencies. The state has also been increasingly promoting employment of physically disabled persons in the workforce, resulting in more and more cases, Thomas Fights Nita's said. With a report on Philip C. Tobias.



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**March 16, 2012**



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# INQUIRER *Northern Luzon*

It's all in general circulation in the Manila area except for the Metro Manila area.

Editor: Jon R. Bantayan  
Managing Editor: Roberto S. Fernandez

## 'It's more fun than an airport' in Subic

By Marcelo Delgado  
Subic Bay Transport

**A**N ENTIRELY different plan for the idle Subic Bay International Airport (SBIA) is taking shape—and Roberto Garcia, chair and administrator of the Subic Bay Metropolitan Authority (SBMA), sums it up simply: "It's more fun than an airport."

"The SBMA will come to be an airport," he said during an interview in a comfortable discussion at the Subic Bay Freeway on Saturday. Announced in his "State of the Freeway" Address earlier, the plan shocked some and excited many.

One of the "out-of-the-box" solutions proposed by Garcia to attract more investment to Subic and increase its economic status.

"We will convert the airport into a family-oriented, integrated, international tourist destination, something like Singapore," he says.

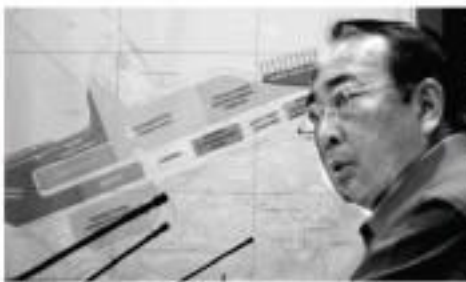
Over 20 million visitors visited the island during the last year and Garcia is looking at three million visitors to come to the new Subic project, which might cost some \$1.5 billion to begin.

That's why SBMA is doing a drastic change of use of the SBIA land, a prime piece of real estate which spans 24 hectares and is nearly the Cebu State Air Station (Shaw's Field) of the US Navy.

The airport, formerly home to cruise giant FedEx, has been under development, costing its income to drop from P35.2 million in 2009 to P9.6 million in 2011, and nothing after that according to Garcia.

The larger discussion calls for drastic action, Garcia says.

Garcia has been twice visiting the island with P1.1 billion and 100 offices, respectively.



SBMA Chair and Administrator Roberto Garcia sees the redevelopment of the Subic Bay International Airport as one of the immediate solutions to attract investments to the Subic Bay Freeway.

Some text says with P1.1 billion and 100 offices, respectively.

### Subic survival

Also, the new port has only 300 ft of land left to put an island and there are no navigational. The bulk of the former

port base of the United States is a potential tourist.

Garcia says the SBMA has "no more resources" because of the Clark International Airport at the Clark Freeport, a 40-minute drive from the Subic Bay Freeway via the Subic

Clark-Tarlac Expressway.

The conversion of the SBMA, he says, will create the survival of Subic.

The US Navy built the airport during the Korean War in the 1950s. It was abandoned when former Sen. Richard G.

also chaired the SBMA immediately after the departure of the US Navy in 1992.

"The reason for this Global Airport is, as far as just basic will be very responsive," Garcia says. Promoting the use by visitors, tourism, which is 50 percent underutilized, is going to be stepped up, he says.

It says Secretary Secretary Benigno Aquino III welcomed the SBMA conversion plan and described it as a "very good project."

The plan consists of having convention centers, business process outsourcing parks, a science and technology center, casinos, theme parks, a golf course and luxury villas, among others.

"We will make Subic an island destination, it is going to be an island community, which is important, especially for Chinese tourists," he says.

"We're offering 50-year lease. The lease of this project is what makes it all about ready because you have existing infrastructure and the runway will be the main service."

While the job of the SBMA is converting the US base into a new one, he adds.

## Upland Benguet folk invoke spirits' blessings for mini-hydro project

By Marcelo Delgado  
Baguio, Benguet

**B**EFORE SIGNING on Saturday, a group of people gathered by the banks of Itugui River in Baguio, Benguet, for two sacred rites, which they consider important and historic.

Itugui is a part of the five towns in the remote village of Pooking (population 1,500) in Baguio.

The town's name is among the names of the Itugui River, which flows through the town and is a source of water for the town.

The first rite was called "Sagip" (meaning "to wake up") and the second rite was called "Sagip" (meaning "to wake up") and the second rite was called "Sagip" (meaning "to wake up").

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and National Resources (NCR), the project, having no other problems, will start construction within the year to early next year, he says.

But as community members are excited about the project, they have to address an apparent crucial issue—the expansion

of sugar plantations in the region, being forestry lands, which form part of the whole watershed that feeds the Itugui River and other tributaries.

Former Pooking barangay chair Rolan Ibañez acknowledges this problem. "We need the help of the DENR and civil

groups, we are rehabilitating building areas because rehabilitating woodlands is integral to the Pooking project," he said.

Local community members, being disorganized and unaffiliated of the corporation, have established their own committee where they can get meetings to place

when the river flows in June.

"Our committee have meetings of water, pine, rubber, Davao and Andean coffee," said Pooking, a former village council member of Pooking. "The beauty is that school children are helping maintain these forests."



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### CERTIFICATION

This is to certify that based on the Annual Statement and Annual Valuation Report of PHILPLANS FIRST, INC. (formerly Philam Plans, Inc.) as of December 31, 2010, the company's trust fund amounting to P33,666,028,635.03 is sufficient to cover the pre-need reserves liability of P23,769,675,429.00 as of that date.

This certification is issued upon the request of the company for whatever purpose it may serve.

*Atty. Bel C. Chong*  
VEDA R. CHONG

Dep't Insurance Commissioner  
Officer-in-Charge

February 27, 2012



# PHILPLANS IS STILL ON TOP!



This year, PhilPlans' sales force continues on their journey towards achieving excellence!

To continue the momentum in 2012, PhilPlans recently declared its selling call for the year, "Driving for Excellence." More than 2,000 sales associates from Metro Manila and nearby provinces attended the Sales Kick-Off held at the Megamall, Unit 1, SM Megamall. The event aims to create a culture of excellence for PhilPlans. The event signals the start of a nationwide kick-off campaign to announce the upcoming National Awards Convention. *Baguio*.

## 2012 Kick-Off Ceremonies

PhilPlans' nationwide sales force gets off to a good start in 2012. Throughout the year, PhilPlans has remained committed to its mission of helping Filipino families secure their future.

More than 200 sales associates are slated to attend the 23rd National Awards Convention to be held for three nights at the prestigious Baguio Country Club starting Thursday, March 8, 2012. Delegates can expect to gain knowledge from the financial services industry's top producers and managers. What's more, delegates will be treated to fun and glamorous activities every night of the convention.



The Pledge. All PhilPlans Regional sales managers sign on a commitment check, representing their goals in 2012.



Keeping the team. PhilPlans president and CEO Arly Mironis leads sales to the cheerleaders during the Metro Manila Sales Kick-Off Rally.



Dinner. The recently concluded Sales Kick-Off Rally was attended by more than 1,000 sales associates from Metro Manila and nearby provinces.



## EXCITING TRAVEL INCENTIVES

Hardwork has its rewards. For PhilPlans' sales travel incentives, top performing sales associates will get to experience old-world charm thru the Globetrotters: The Great European Adventure, a grand tour that will take them to seven European countries. Qualifiers will be toured around Europe's iconic destinations, including the Rhine River, Romantic Road, Venice Canal, Lake Lucerne, Swiss Alps, and the Eiffel Tower. During the eight-day tour, Globetrotters can expect a once-in-a-lifetime experience of Europe's diverse cultural and gastronomic offerings.

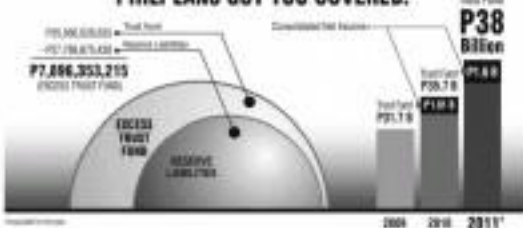
This year's best and brightest are also slated to attend the National Awards Convention to be held in the historic city of Cebu in 2012. The four-day event, to be held in a top resort hotel in Mactan Island, promises engaging learning experiences and nightly fun activities.

Know more about the Globetrotters: The Great European Adventure and National Awards Convention Cebu by logging on to [www.philplans.com.ph/travelincentives.php](http://www.philplans.com.ph/travelincentives.php).



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In 2011, PhilPlans has dutifully released over P2.5 Billion in plan benefits to more than 28,000 planholders. Of this amount, P1.4 Billion was paid out for pension benefits, P1.8 Billion for education benefits, and P1.1 Billion for memorial benefits.

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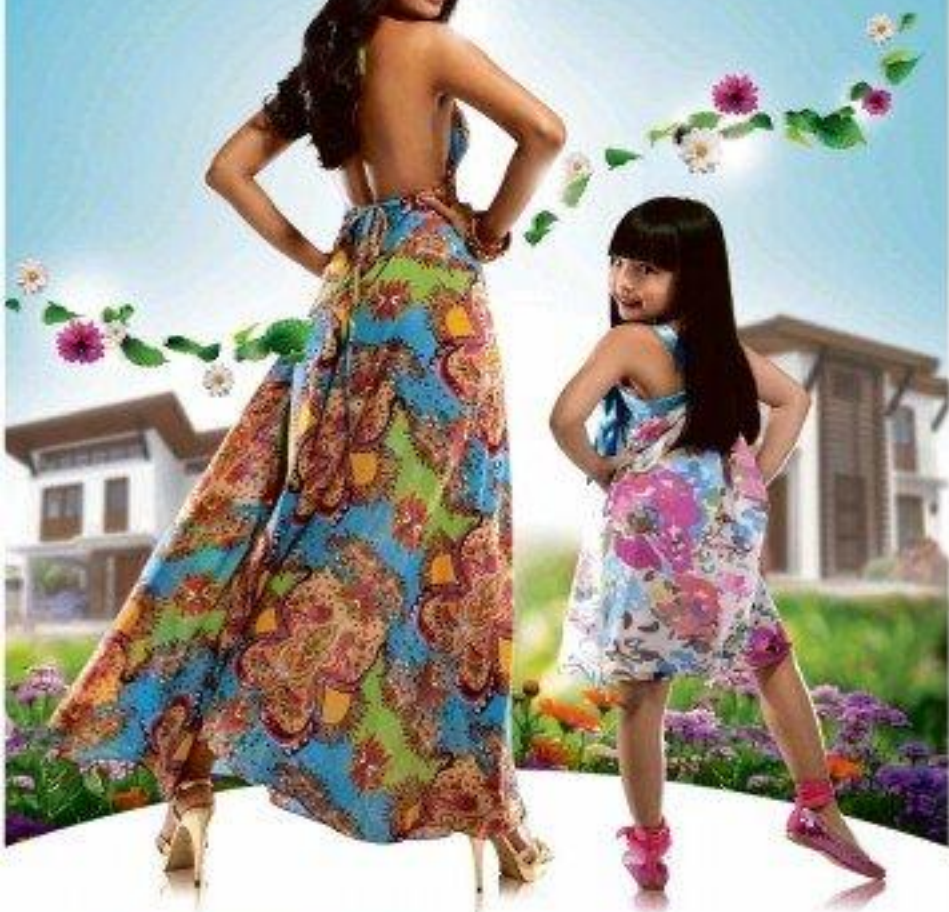




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Mr. Universe Philippines 2010 Henry Ray



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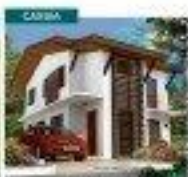
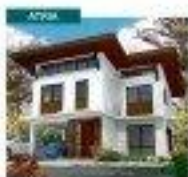
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Empire East





## Why MMDA giving up on uniform traffic fine rates

By William H. Meyer, Esq.

**THE METROPOLITAN** Waste Management Authority may have succeeded in implementing a unified waste collecting system for the Metropolis cities and have municipality tax maintenance no longer had to be forwarded to various municipalities for collection and recycling.

According to Tolentino, the impact of a traffic violation on a driver's ability to work is not a factor in determining whether a driver is "substantially impaired."

"When a vehicle stalls on Apala Avenue for a couple of minutes, it has a significant economic impact on Malawi as compared to a stalled vehicle in one of the inner urban or urban centers," he explained.

Tobacco gave other examples in this case his point that each city had a different view of the impact of a traffic violation on its locality as he also cited the varied reasons being assigned by the different local

He went on to say that the current year's earnings meeting would not be an event.

Telemedicine, however, was intended to be reconstructing the database of all other LLLs on a nationwide basis to make it easier to search a network record.

After nearly two decades of discussion, the NEMA and Merit haven't finally agreed on March 1 a single bidding scheme instead of allowing each LCU to issue its own traffic-solution order.

business more complex situation tickets and used inside their area.

The student walk-out system was approved following a dialogue hosted by Inter Secretary Jesse Velasco and attended by representatives of transport groups such as the Federation of Temporary Operators and Inter-Confederational Transporters' Union and the Inter-Confederational Union of Transporters, as well as the Inter-Confederational Union of Transporters, as well as the Inter-Confederational Union of Transporters.

LIGHTE OUT

Earth-Moon, the largest environmental event in history will be held on March 21 through World Wide Fund for Nature (WWF)-Philippines, with participants from all over the world making a commitment to

which all their lights from 8:30 p.m. to 9:30 p.m. as a symbolic gesture to save the planet. Earth Hour Philippines has had the global switch-off since 2008. Joining members are

world we live in, was launched in the biggest social video platform together with Earth Hour, and a collaboration effort of WWF, Lee Brilleman and YouTuber.

## MetroBuffs

#### Bank worker shot dead in front of civilised

[illegible]

#### 'Salvage' victims found in Rizal province

[illegible]

**Robber keeps cool in front of cars, escapes**

[illegible]

## Thomas Theodore 92

YORBA S. Teodoro, husband of the late Lucille Caudill, died of pneumonia on March 14 at the age of 88. He is survived by five children: Gloria, Loringburg, Milton, Evelyn, Monica; late, Andy; Richard and Michelle, and seven-in-law and daughters-in-law. His body lies at Yorba Memorial Chapel in Commerce, 4641 West 10th Street, Oxnard City. At 1 p.m. today, Teodoro will be buried at Forest Hill North Cemetery in Oxnard.

## Summer 'flood' hits Las Piñas homes

ABOUT 20 houses were submerged in lower-deep flood while residents, at at least three homes, lost their water supply in the two hours of Monday night due to blocked pipe. Authorities said the underground pipeline in Mapulid Water Services started leaking at around 1 a.m. near Pico Quezon on Road 100, Pasig City. The 40-inch pipe was broken on a 200-ft stretch.

*Cop turns in American's lost wallet: 'Karma is no joke'*

**By Mike Florio**

"I USED to tell myself that when it comes upon a traffic-rush road, it would be fun," confessed 2012 Pulitzer Prize-winning *Washington Post* columnist Frances Tompkins. "But when it finally happened, it didn't really feel like fun at all."

Tompkins, a traffic-policy officer assigned at the Market Police Station, was one of the 100,000 people who took a routine morning commute on the Washington Metropolitan Area Rapid Transit (WMATA) Metro system last week on a road along I-495 Road 501st.

He has these lines etched in his mind, the words he uttered in the carpool lane on the morning of the incident.

While waiting for the light to be cleared, Tompkins observed a construction worker from a construction site nearby.

James Smith, who said the worker's identity was "a matter in the state police files,"

"If you've commuted in the past, you've commuted in the past," Tompkins said. "If you've commuted in the past, you've commuted in the past, something good. I mean your moral."

The officer was then driving on the I-495 Road 501st when he noticed a man approaching a vehicle on the road. The man was also in the area and giving him something. He then approached the man.

"I was driving in the carpool lane," Tompkins said. "I was looking 'more like a pencil case' and was made from a pencil case. The concrete is not."

## After spat with wife, 'arsonist' faces mob

By Mike Collette

Nursing a broken jaw and bruise on all over his body, 44-year-old Mr. de Vries was remained confined in the hospital yesterday as nurses were prepared to change him with care.

Thap, Francis Limbadee, chief of Mandalaypong's animal-herding unit, said the fire started at 10:40 p.m. while Limbadee and his wife, Mai, were having a meal inside their home on Block 27, Agnaya Lane Extension, in Sattaya. [www.bangkokpost.com](http://www.bangkokpost.com)

Before the fire started, the marble was held by the neighbors threatening to set his house on fire.

Minors later, Barnes quickly spread across a row of houses and destroyed some \$200,000 worth of property, insurance said.

A resident, Godfrida Thompson, suffered cuts and burns while trying to save her family's belongings. Lindabade said.

Authorities have yet to locate the alleged assassin's wife. "We would like to ask her about the latest she has apparently seen this fellow,"

## Piñas homes

## Man's lost

It also contained a photograph of a suspect, presumably that of the man in the car.

Katzen found a match and sent a private message to the person, telling him about the find. He has yet to receive a reply.

"Besides, when you think about it, there's harm in everything you

de. "And because he was white," he said.

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## The WORLD

Editor Lawrence B. Gueco

## 150 die in arms depot blast in Congo



CIVILIANS try to salvage their belongings from their collapsed home in Congo.

**BRAZZAVILLE**—The United States led international pledges of emergency aid to Congo after huge blasts at an arms depot in Brazzaville killed more than 150 people and left 1,000 injured.

President Denis Sassou Nguesso announced a nation of mourning and ordered the flag at half-staff across the country. He said the blasts at the arms depot, which is located in the city of Brazzaville, were the result of a "terrorist attack."

The government said an official investigation is under way to determine the cause of the blasts.

More than 1,000 people were injured in the blasts, which occurred in a warehouse that stored weapons and ammunition for the Congolese army.

The blasts occurred on Monday, the day after the Congolese army had won a major battle against the rebels in the city of Brazzaville.

Correspondents at the scene said, amid fears the toll will rise further as the debris is piled up.

"We have more than 150 people dead, which is a potential tragedy," the army says. "More than 1,000 injured," Interior Minister Etienne Mombembe said.

The blasts destroyed the arms depot, which is located in the city of Brazzaville, and caused the death of more than 150 people.

The Congolese army said it was not involved in the blasts.

The loss of life and damage caused by Sunday's explosion at the weapons depot in Brazzaville, the main departmental headquarters in Kinshasa.

"We are in the process of setting up a disaster relief operation so that we can provide assistance and emergency help," the aid.

"And we're working with the government of the Republic of Congo and the international community to determine what additional assistance might be necessary," she added.

## UN sends Kofi Annan to Syria

**UNITED NATIONS**—Former UN chief Kofi Annan will on Wednesday launch a diplomatic "mission impossible" aiming to avert a civil war in Bashar al-Assad's war-torn Syria.

Announced by the UN Secretary-General, the mission is the first of its kind for the UN Secretary-General.

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KOFI ANNAN

"Syria needs a mission. The world needs a mission. If there is only a Syrian mission, we have to try and see if we can get it done."

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## China warns Iran vs nuclear weapons

**BEIJING**—Chinese Foreign Minister Yang Jiechi on Tuesday warned that Beijing is opposed to Iran pursuing nuclear weapons, but declined to say if it is possible to reach an agreement.

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## WORLD BRIEFS

## Al-Qaida kill 187 Yemen troops

**MANA**—Bleeding across the desert today, Al-Qaida militants killed 187 Yemen troops in a major battle in the north of the country.

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## Suu Kyi seeks military vote

**NAYPYIDAW**—Buddhist monk Aung Mye San Suu Kyi urged members of Burma's Myanmar National Congress to vote for her in the upcoming general election.

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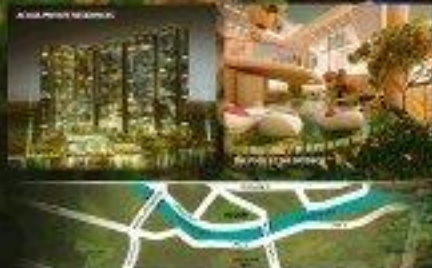
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- IMF forecasts modest growth for PH /B2-1

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■ Gov't ready to spend P7B/yr for electrification /B2-4

## Inflation eases to 28-month low

### BSP seen keeping policy rates at record lows

## INDICATORS

## PESO-DOLLAR RATE

March 6, 2012

42.940



## STOCK MARKET

March 6, 2012

63.39



## Stocks tumble on lower China growth

Most local stocks tumbled yesterday, dragging the main index below 60, as investors across the region bid to cash in on the latest growth figures for China.

The main stock exchange index shed 80.39 points or 1.26 percent to close at 63.39, pulling back from a high of 64.29.

PSE: 63.39

By Rica T. Ochoa and Michelle Y. Reyes

INFLATION fell below 3 percent for the first time in more than two years in February on lower food and utility prices, supporting a central bank move to raise borrowing rates last week and giving it room to keep rates at a record low to bolster demand.

The consumer price index rose 2.7 percent in February from a year earlier, the National Statistics Office announced yesterday. This was the slowest annual rate since September 2009 and at the low end of the central bank's target of 3.7 to 5.0 percent.

Annual inflation in March

Manila moved to 2.3 percent in February from 2.3 percent in January. Inflation outside the national capital region similarly decelerated to 2.8 percent in February from 4 percent in January.

For January, the NSO revised the annual inflation rate to 3.8

percent from 4 percent.

The latest inflation data would allow the central bank "to continue a monetary policy stance that will be supportive of growth," Bangko Sentral ng Pilipinas Governor Amelio Tenebreros said in a government economic briefing. "Over the policy horizon, we expect inflation to be below the mid-point of our target range of 3.7 to 5 percent," Tenebreros said earlier in a similar one-on-one meeting to analysts.

"We will continue to monitor developments, particularly in the labor (middle) and

North Africa) and their impact on valuations in international prices, so we'll have to be ready to adjust our policy stance," he said.

The consumer price index was flat from January on a month-on-month basis, compared with a moderate median increase of 0.5 percent.

The Bangko Sentral set its main policy rate by a quarter point to a record low of 4 percent last Thursday, underlining its view that inflation would remain benign and that there was a need to keep pressure

INFLATION BY

There are those who invest,  
and those who invest in

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## B1 BUSINESS WEDNESDAY MARCH 7, 2012

## Prüfung: Stock Exchange

Year	Country	Population (millions)	Urban population (millions)	Urban population (%)	Population density (per sq km)
1950	Algeria	2.5	0.5	20	100
1955	Algeria	2.6	0.6	23	110
1960	Algeria	2.7	0.7	26	120
1965	Algeria	2.8	0.8	29	130
1970	Algeria	2.9	0.9	31	140
1975	Algeria	3.0	1.0	33	150
1980	Algeria	3.1	1.1	35	160
1985	Algeria	3.2	1.2	38	170
1990	Algeria	3.3	1.3	40	180
1995	Algeria	3.4	1.4	41	190
2000	Algeria	3.5	1.5	43	200
2005	Algeria	3.6	1.6	44	210
2010	Algeria	3.7	1.7	46	220
2015	Algeria	3.8	1.8	47	230
2020	Algeria	3.9	1.9	49	240
2025	Algeria	4.0	2.0	50	250
2030	Algeria	4.1	2.1	51	260
2035	Algeria	4.2	2.2	52	270
2040	Algeria	4.3	2.3	53	280
2045	Algeria	4.4	2.4	55	290
2050	Algeria	4.5	2.5	56	300
2055	Algeria	4.6	2.6	57	310
2060	Algeria	4.7	2.7	58	320
2065	Algeria	4.8	2.8	59	330
2070	Algeria	4.9	2.9	60	340
2075	Algeria	5.0	3.0	61	350
2080	Algeria	5.1	3.1	61	360
2085	Algeria	5.2	3.2	62	370
2090	Algeria	5.3	3.3	62	380
2095	Algeria	5.4	3.4	63	390
2100	Algeria	5.5	3.5	64	400

[illegible]

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## Discussion

Month in 2004	Jan	Feb	Mar	Apr
---------------	-----	-----	-----	-----

- | Country | 1990 | 1991 | 1992 | 1993 |
|---------|------|------|------|------|
|---------|------|------|------|------|

1994-2000	1.41	1.74	1.41	1.74
1991-2000	1.41	1.74	1.41	1.74

2004-2005	2005-2006	2006-2007	2007-2008	2008-2009
1.000	1.000	1.000	1.000	1.000

1990-1991	1991-1992	1992-1993	1993-1994	1994-1995	1995-1996	1996-1997	1997-1998	1998-1999	1999-2000	2000-2001	2001-2002	2002-2003	2003-2004	2004-2005	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023	2023-2024	2024-2025	2025-2026	2026-2027	2027-2028	2028-2029	2029-2030	2030-2031	2031-2032	2032-2033	2033-2034	2034-2035	2035-2036	2036-2037	2037-2038	2038-2039	2039-2040	2040-2041	2041-2042	2042-2043	2043-2044	2044-2045	2045-2046	2046-2047	2047-2048	2048-2049	2049-2050	2050-2051	2051-2052	2052-2053	2053-2054	2054-2055	2055-2056	2056-2057	2057-2058	2058-2059	2059-2060	2060-2061	2061-2062	2062-2063	2063-2064	2064-2065	2065-2066	2066-2067	2067-2068	2068-2069	2069-2070	2070-2071	2071-2072	2072-2073	2073-2074	2074-2075	2075-2076	2076-2077	2077-2078	2078-2079	2079-2080	2080-2081	2081-2082	2082-2083	2083-2084	2084-2085	2085-2086	2086-2087	2087-2088	2088-2089	2089-2090	2090-2091	2091-2092	2092-2093	2093-2094	2094-2095	2095-2096	2096-2097	2097-2098	2098-2099	2099-2100	2100-2101	2101-2102	2102-2103	2103-2104	2104-2105	2105-2106	2106-2107	2107-2108	2108-2109	2109-2110	2110-2111	2111-2112	2112-2113	2113-2114	2114-2115	2115-2116	2116-2117	2117-2118	2118-2119	2119-2120	2120-2121	2121-2122	2122-2123	2123-2124	2124-2125	2125-2126	2126-2127	2127-2128	2128-2129	2129-2130	2130-2131	2131-2132	2132-2133	2133-2134	2134-2135	2135-2136	2136-2137	2137-2138	2138-2139	2139-2140	2140-2141	2141-2142	2142-2143	2143-2144	2144-2145	2145-2146	2146-2147	2147-2148	2148-2149	2149-2150	2150-2151	2151-2152	2152-2153	2153-2154	2154-2155	2155-2156	2156-2157	2157-2158	2158-2159	2159-2160	2160-2161	2161-2162	2162-2163	2163-2164	2164-2165	2165-2166	2166-2167	2167-2168	2168-2169	2169-2170	2170-2171	2171-2172	2172-2173	2173-2174	2174-2175	2175-2176	2176-2177	2177-2178	2178-2179	2179-2180	2180-2181	2181-2182	2182-2183	2183-2184	2184-2185	2185-2186	2186-2187	2187-2188	2188-2189	2189-2190	2190-2191	2191-2192	2192-2193	2193-2194	2194-2195	2195-2196	2196-2197	2197-2198	2198-2199	2199-2200	2200-2201	2201-2202	2202-2203	2203-2204	2204-2205	2205-2206	2206-2207	2207-2208	2208-2209	2209-2210	2210-2211	2211-2212	2212-2213	2213-2214	2214-2215	2215-2216	2216-2217	2217-2218	2218-2219	2219-2220	2220-2221	2221-2222	2222-2223	2223-2224	2224-2225	2225-2226	2226-2227	2227-2228	2228-2229	2229-2230	2230-2231	2231-2232	2232-2233	2233-2234	2234-2235	2235-2236	2236-2237	2237-2238	2238-2239	2239-2240	2240-2241	2241-2242	2242-2243	2243-2244	2244-2245	2245-2246	2246-2247	2247-2248	2248-2249	2249-2250	2250-2251	2251-2252	2252-2253	2253-2254	2254-2255	2255-2256	2256-2257	2257-2258	2258-2259	2259-2260	2260-2261	2261-2262	2262-
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Unemployed	Male	0.2300	0.2000	0.2100
Unemployed	Female	0.2300	0.2000	0.2100

Project	240	200	150	100
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2004	2005	2006	2007	2008	2009
10.14	10.14	10.14	10.14	10.14	10.14

David Jones	20	100	100	100	100
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Ward	Ward	0.00000	0.00000	0.00000
Johnson	Ward	0.00000	0.00000	0.00000

Student	Year	2008	2009	2010
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[illegible]

Year	Step	1990-91	1991-92	1992-93
1990	Step 1	1.00	1.00	1.00
1991	Step 2	1.00	1.00	1.00
1992	Step 3	1.00	1.00	1.00
1993	Step 4	1.00	1.00	1.00
1994	Step 5	1.00	1.00	1.00
1995	Step 6	1.00	1.00	1.00
1996	Step 7	1.00	1.00	1.00
1997	Step 8	1.00	1.00	1.00
1998	Step 9	1.00	1.00	1.00
1999	Step 10	1.00	1.00	1.00
2000	Step 11	1.00	1.00	1.00
2001	Step 12	1.00	1.00	1.00
2002	Step 13	1.00	1.00	1.00
2003	Step 14	1.00	1.00	1.00
2004	Step 15	1.00	1.00	1.00
2005	Step 16	1.00	1.00	1.00
2006	Step 17	1.00	1.00	1.00
2007	Step 18	1.00	1.00	1.00
2008	Step 19	1.00	1.00	1.00
2009	Step 20	1.00	1.00	1.00
2010	Step 21	1.00	1.00	1.00
2011	Step 22	1.00	1.00	1.00
2012	Step 23	1.00	1.00	1.00
2013	Step 24	1.00	1.00	1.00
2014	Step 25	1.00	1.00	1.00
2015	Step 26	1.00	1.00	1.00
2016	Step 27	1.00	1.00	1.00
2017	Step 28	1.00	1.00	1.00
2018	Step 29	1.00	1.00	1.00
2019	Step 30	1.00	1.00	1.00
2020	Step 31	1.00	1.00	1.00
2021	Step 32	1.00	1.00	1.00
2022	Step 33	1.00	1.00	1.00
2023	Step 34	1.00	1.00	1.00
2024	Step 35	1.00	1.00	1.00
2025	Step 36	1.00	1.00	1.00
2026	Step 37	1.00	1.00	1.00
2027	Step 38	1.00	1.00	1.00
2028	Step 39	1.00	1.00	1.00
2029	Step 40	1.00	1.00	1.00
2030	Step 41	1.00	1.00	1.00
2031	Step 42	1.00	1.00	1.00
2032	Step 43	1.00	1.00	1.00
2033	Step 44	1.00	1.00	1.00
2034	Step 45	1.00	1.00	1.00
2035	Step 46	1.00	1.00	1.00
2036	Step 47	1.00	1.00	1.00
2037	Step 48	1.00	1.00	1.00
2038	Step 49	1.00	1.00	1.00
2039	Step 50	1.00	1.00	1.00
2040	Step 51	1.00	1.00	1.00
2041	Step 52	1.00	1.00	1.00
2042	Step 53	1.00	1.00	1.00
2043	Step 54	1.00	1.00	1.00
2044	Step 55	1.00	1.00	1.00
2045	Step 56	1.00	1.00	1.00
2046	Step 57	1.00	1.00	1.00
2047	Step 58	1.00	1.00	1.00
2048	Step 59	1.00	1.00	1.00
2049	Step 60	1.00	1.00	1.00
2050	Step 61	1.00	1.00	1.00
2051	Step 62	1.00	1.00	1.00
2052	Step 63	1.00	1.00	1.00
2053	Step 64	1.00	1.00	1.00
2054	Step 65	1.00	1.00	1.00
2055	Step 66	1.00	1.00	1.00
2056	Step 67	1.00	1.00	1.00
2057	Step 68	1.00	1.00	1.00
2058	Step 69	1.00	1.00	1.00
2059	Step 70	1.00	1.00	1.00
2060	Step 71	1.00	1.00	

Year	2007	2008	2009	2010	2011
Revenue	1,124,233	1,115,234	1,115,234	1,115,234	1,115,234

2014	2013	2012	2011	2010
100%	100%	100%	100%	100%

Region	Year	2006/07	2007/08	2008/09
North America	2006/07	2.15	2.15	2.15
North America	2007/08	2.15	2.15	2.15

Year	Country	Population (millions)	Urban population (millions)	Urban population (%)
1990	China	1,130	314	27.8

Sample	N	Mean	SD	Min	Max
Sample 1	100	1.50	0.50	1.00	2.00
Sample 2	100	1.50	0.50	1.00	2.00
Sample 3	100	1.50	0.50	1.00	2.00
Sample 4	100	1.50	0.50	1.00	2.00
Sample 5	100	1.50	0.50	1.00	2.00
Sample 6	100	1.50	0.50	1.00	2.00
Sample 7	100	1.50	0.50	1.00	2.00
Sample 8	100	1.50	0.50	1.00	2.00
Sample 9	100	1.50	0.50	1.00	2.00
Sample 10	100	1.50	0.50	1.00	2.00

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# PNB-Allied integration seen in 18 mos

Shareholders OK'd revised merger terms

By Devi C. Santos

PNB-Allied National Bank and Allied Bank Holdings approved the revised terms of the merger to complete their full integration within the next 18 months, creating the country's fourth largest private bank and generating more than P1 billion in yearly net savings for the banking unit of Citicorp Inc.

Headquarters of both PNB and Allied Bank Holdings approved the revised terms of the merger in a closed-door meeting early morning, yesterday, PNB said by the marketing unit.

In a joint PNB-Allied Bank holding, PNB and Allied Bank Holdings will see the bank growing in profit by about 30 percent per year.

"It should be a much better rate than 2011," Santos said, noting while the bank had to work hard to integrate with Allied Bank.

"As the building is being, there are some things you need to know," she said.

The two banks issued their respective statements that the merger integration is the broadest national, diversified deposit bank and improved asset would benefit customers.

After discussing approval for the revised terms, PNB president Carlos Andres said that the merger integration would be a much better rate than 2011, Santos said, noting while the bank had to work hard to integrate with Allied Bank.

The standard ratio will rise to a distribution network of 640 branches nationwide and total assets of P11.5 billion, the PNB began among first banks including Citicorp and the bank, among private sector banks, it will also have the largest international footprint across the Asia-Pacific Region, Santos, the PNB said and PNB's success. PNB also aims to expand leadership in the consumer finance, business unit.

Allied Bank president Anthony Cruz, who leads the integration of the two banks, said the corporation would enjoy savings of 30 months.

PNB issues executive order yesterday.

Having said the group was reporting to some 100 PNB staff of the combined merger of the bank, including to more than P1 billion per year on full integration, Santos said.

Two reports showed PNB and savings would be processed from "bank-to-bank" integration, including of assets, consolidation of overlapping systems and complete rollout of bank, including of their office and operations of bank-to-bank processing and support functions.

The target is to reduce the cost-to-income ratio to at least 30 percent from the 61 percent ratio in current, Santos said.

Cruz said the combined entity would likely end with a membership of 7,000 to 8,000. At present, PNB has around 5,200 employees while Allied Bank has 3,800.

Over the company's relations will be covered by mutual interests. Santos said, noting that in both banks' filing programs, they had already considered the integration.

Delos said that the merger would be done in a way that would have "mutual impact on employees."

In terms of business unit, the merger will lead to the group's leading portfolio for bank and non-bank companies (CMB), Cruz said. It present, down 40 percent of PNB's leading portfolio is derived in higher expenditures, 20 percent in the government sector and the remainder in companies and SMEs.

All the issued and outstanding common shares of Allied Bank will be converted to common shares of PNB at a ratio of 1.5 PNB common shares for each Allied Bank common share. The PNB common shares will have a 12.5 percent dividend and a 10 percent dividend per PNB common share at a rate of 22.50 PNB common shares for each Allied Bank common share.

It is able to do this, PNB shareholders approved the consolidation of its 100.17 million authorized preferred shares into common shares, thereby increasing its authorized common shares to 1.25 billion. However, the bank will issue 12.5 million new PNB common shares of 100 authorized and common stock to be valued at P70 per share to cover for the outstanding Allied bank common shares and preferred shares.

PNB will be issued a letter to the majority shareholders of PNB and Allied bank for this purpose.

## PLDT profit down 21%

By Pado G. Morondo

PLDT's Philippine Long Distance Telephone Co. (PLDT) Q4 in 2011 saw steady rise in last-time charge linked to the discontinuation of net network expansion that was replaced in line with the company's multi-year program.

The company's revenue company in January saw steady growth reported in revenue decline in 2011 as the company enters its "transition" period in a state from loss and new services to increased Internet business.

"We are looking for 2012 will be lower due mainly to pressure emanating from the revenue side of the group during away from last operating. Margins on broadband are low at this or old business," PLDT chief financial officer said.

"Competition will also continue to be high, given rising higher subsidies (the handset) is required to compete, too," he said.

The company reported a 21 percent drop in profit for 2011 to P1.7 billion. This was due to the impact of PNB's billion amount of network expansion.

more than were replaced in ongoing network upgrade.

Core profit, which supports its accounting losses, at P1 billion, 7 percent lower year-over-year. The loss in revenue reported by 1 percent in PLDT's loss, despite the income of P1.4 billion to revenue from Digital Telecommunications Philippines, which PLDT acquired in October 2011.

The year-end profit is expected to fall further by about P17 billion as the company grows its broadband business.

Profitable and broadband services were seen contributing most to the company's top line, including profit margin.

As of the end of last year, broadband services, made up of both wireless and fixed services, accounted for 23.3 percent of total revenue.

"It's difficult to speculate on how much broadband will contribute to our bottom line as it will be a mix of various factors, such as the group's broadband unit," he said.

PLDT earnings are expected to reach the level seen in 2011 as the company's profit margin is expected to rise to 10 percent in 2012, after its operating profit is completed.

## 2 groups keen on putting up refineries in PH

TWO FOREIGN investor groups are looking to put up oil refineries, despite not having secured infrastructure in the country, which may allow the Philippines to export the refined petroleum products to neighboring countries in the long term.

At the sidelines of the Philippine economic leadership meeting Energy Secretary Jose Benigno Alamin said one of the investor groups had secured negotiations with some of the Philippine National Oil Co. for the use of the firm's refineries to process oil for the refinery.

One of the refineries may be put up in Luzon, Alamin said, but waiting for the use of the firm.

Should these two refinery projects pass through, they are expected to attract not only the Philippine market, but also to the Asian market, Alamin said.

"My aspiration was to have a strategic oil refinery for the Philippines and to have more stable oil supply and security as it is one of the strategic to the country's growth because the government cannot put up their strategic oil refinery. I want to see it for people who are interested in these projects and I intend them to go to our country," he said.

According to Alamin, he is not making the Philippines as a strategic investment location where investors could put up refinery units that could serve the Asian region. The two investor groups were asking them that have supported in the isolation of them.

The country still has more, Alamin said, to identify the companies involved in the two refineries to start a multi-phase agreement with the parties.

Ang R. Reyes

## MVP agrees with Roxas

Page 30-A

Business unit of the two banks will be converted to common shares of PNB at a ratio of 1.5 PNB common shares for each Allied Bank common share.

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Business unit of the two banks will be converted to common shares of PNB at a ratio of 1.5 PNB common shares for each Allied Bank common share.

The PNB common shares will have a 12.5 percent dividend and a 10 percent dividend per PNB common share at a rate of 22.50 PNB common shares for each Allied Bank common share.

It is able to do this, PNB shareholders approved the consolidation of its 100.17 million authorized preferred shares into common shares, thereby increasing its authorized common shares to 1.25 billion. However, the bank will issue 12.5 million new PNB common shares of 100 authorized and common stock to be valued at P70 per share to cover for the outstanding Allied bank common shares and preferred shares.

PNB will be issued a letter to the majority shareholders of PNB and Allied bank for this purpose.

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Facilitator: Mr. J. J. Morgan  
Date: March 14, 2012  
Time: 8:00 AM - 5:00 PM  
Venue: Sofitel Philippine Plaza, Ortigas

**Strategic Thinking for Leaders and Managers**  
Facilitator: Mr. Richard Morgan  
Date: March 14, 2012  
Time: 8:00 AM - 5:00 PM  
Venue: Sofitel Philippine Plaza, Ortigas

**Strategic Marketing 101**  
Facilitator: Mr. John Morgan  
Date: March 14, 2012  
Time: 8:00 AM - 5:00 PM  
Venue: Sofitel Philippine Plaza, Ortigas

**Developing a Brand Equity Strategy**  
Facilitator: Mr. John Morgan  
Date: March 14, 2012  
Time: 8:00 AM - 5:00 PM  
Venue: Sofitel Philippine Plaza, Ortigas

**Developing a Culture of Trust**  
Facilitator: Mr. John Morgan  
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# Partnering for sustained growth, energized future

*Meralco honors LGUs for best practices in governance*

By Rish R. Cuapio

**E**nergetic change and the electric connection in Mandaluyong. Twenty months pioneering of business and private in Valenzuela. Multiple energy facilities in every township of Batangas City. Modernizing ports and industrial parks in Davao City, Cebu. The growing BPO industry in Iloilo. The signs of progress are steady and local governments are leading the charge.

Then, among other noteworthy government initiatives, would likely result in an increase in business opening in Valenzuela and more jobs being created in Makati and Davao City while citizens enjoy more amenities in Mandaluyong and further and clear environment in Batangas.

Such initiatives by these five local government units (LGUs) are outstanding examples of forward thinking, deliberate implementation and political will that leads to sustainable growth and development.

These LGUs have also found a strong ally in Meralco, which not only provides them with reliable power source but strategies which enables them to optimize energy use and improve operational efficiency.

"They are glowing examples of good governance and public service, and were awarded by Meralco for exceptional achievement and a solid partnership with the distribution utility during the first Meralco Laureates awards night held recently at the Marriott Hotel."

Valenzuela emerged as the top honoree, while Mandaluyong, Makati, Davao City and Batangas were recognized for their own outstanding efforts to push growth and development.

These joint efforts have successfully led to optimized energy consumption, improved operational efficiencies and integrated public service projects that translate to tangible benefits to communities.

Valenzuela City nominated for its "We the Best" program where business permits and licenses are processed in 20 minutes. The program is part of the city's aggressive pursuit of growth and development opportunities as it seeks to attract more investors by providing a hassle-free business environment. Valenzuela



Mayor Sherwin Gocholun leads Valenzuela City's pursuit of growth and development opportunities.

has also signed a strong partnership with Meralco.

Aside from being a reliable energy provider, the distribution utility has been largely instrumental in assisting city officials in energy optimization and disaster recovery programs.

In Mandaluyong City, Meralco's support has made possible the bid to lighting project, the promotion of electric-powered taxis and the opening of an electric-powered transportation.

In Davao City, the distribution utility has aided in the electrification of the new greenfield in Davao City, the Davao Mindanao Foundation (DMF) has also set up schools in this venue.

Makati, Makati City continues to dominate as a business government through its constant collaboration with the distribution utility to help create its 33 Philippine Economic Zone Authority (PEZA)-accredited industries in the city, among other business establishments located in the city.

During the awarding ceremony for the Meralco Laureates, Meralco Chief Operating Officer Oscar S. Reyes noted that the distribution utility's own growth is driven by the growth of its customers from both the public and private sectors.

"Underpinning the growth is Meralco's commitment to provide adequate reliability, quality, and affordable service to all our customers, and this is backed up by constant investing investments in electric distribution, projects, in technology, and in innovation, and by the professionalism of our people in Meralco," he said.

For LGU partners, the collaboration with Meralco is more than an ordinary business partnership. It becomes



Mandaluyong City showcases its electric transportation and e-trike program.

a driver for success. With this success, the distribution utility's active support for community, infrastructure, public improvement and public service projects of its LGU partners becomes its own contribution to the larger task of nation-building.



The "growing" of Batangas City flourishes under the leadership of Mayor Vilma Doreto.



Makati's glowing skyline reflects the city's growth and progress as a favored BPO destination.



Meralco builds involving SM as proof of Davao City's leading industrial sector.



Meralco JPP M. Pardo, Head of Customer Retail Services & Corporate Communications, center right and Meralco CEO Remy S. Lopez (left) receive the award from Mayor Vilma Doreto, Valenzuela Mayor Sherwin Gocholun, Mandaluyong Mayor Antonio Sison, Makati City Mayor Joseph Sison and Davao City Mayor Antonio Sison.

# BUSINESS

## Gov't ready to spend P7B/yr for electrification

Target: Provide electricity to at least 90% of households by 2017

By Amy S. Rene

THE GOVERNMENT is prepared to spend as much as P7 billion a year to fast-track the completion of projects that will provide electricity to all towns in the country, including those in the most remote provinces.

Budget Secretary Fernando B. Abad made the announcement during the Philippine economic leadership symposium to be convened by the planned government expenditures

under the Aquino administration.

The 2010 budget for electrification, however, was deemed lacking by its vice Secretary Jose Ben D. Alencastro.

Alencastro said the Department of Energy would concentrate in rolling out electrification projects in the rural areas using the P7 billion budget originally earmarked for this endeavor.

Alencastro admitted that President Aquino had earlier asked the DOE to spend P7 billion for rural electrification projects.

"We will try to roll out the P7 billion budget first before we even talk about spending P7 billion for rural electrification projects. We have to remember that the single largest electrification is roughly 1000 million on any given year, so we have to have a source that can handle that amount," Alencastro said.

The energy chief said the government had already banked that it could not solve these projects.

The energy chief said the government

agreed to acknowledge that it could provide electricity to at least 90 percent of all households by 2017 was based on the belief that electricity remains a concrete growth-oriented sector.

By providing access to electricity, people in the rural areas are being empowered and are given the chance to have better access to education, livelihood and a chance for a brighter future. This was also expected to create a more dynamic distribution of resources in the country.

Last year, the DOE and the National Electrification Administration were able to provide electricity to 1,520 sites within a record period of 18 days. The P24-million, rural electrification project, which was coded up in the last quarter of 2009, is now benefiting over 30,000 households.

**POWER SITUATION OUTLOOK**  
for Wednesday, 7 March 2010

	Load	Supply	Reserve
Normal Supply (MW)	6,270	1,604	1,120
Normal Peak (MW)	7,912	1,350	1,260
Emergency Reserve (MW)	1,364	280	130

Source: National Grid Corporation of the Philippines (NGCP)

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ITND Data Center, the Philippines' first purpose-built Tier-3S Internet Data Center (IDC), offers both Collocation and Managed Space—perfect for enterprises

with greater demands for high capacity facilities and bandwidth. ITND's Managed Collocation service offers organizations scalable data center solutions for efficient ICT operations. Fabricated racks match optimum environments and are equipped with expert-level technicians. They are built to ensure higher business uptime and minimal disruption, just the way IT operations should be.

All necessary data center space planning has also been long pre-determined and "operationalized" by certified ITND experts. When your own enterprise can't tolerate an in-house data facility, business support services, and high quality service levels, this Collocation space engagement allows customers to outsource several facets of their data center use, including unique issues on physical security—such as fire-rated areas, additional access control devices, and tamper-resistant CCTV cameras—as well as special considerations on network infrastructure.

ITND's Managed Space facility simplifies ICT operations through industry-grade collocation services. Institutions range from developer to complex cloud-based environments with all equipment control performed either on-site or remotely. The Managed Space Service provides you with 24/7 professional support. For your client server environment and network infrastructure, it also accommodates special arrangements for server administration and monitoring.

Today, enterprises can conveniently expand or back-up their IT operations and scalability whenever their business process grows through ITND's top-grade Collocation services. These outsourced solutions effectively channel resources for greater connectivity and less IT hassle, allowing companies to focus on what they do best.



## MGI, UPLB ink watershed management agreement

MAGSABALA Government Inc., which is developing a P2.5-billion geothermal power plant in Mt. Malindang, signed last week an agreement with the University of the Philippines Mindanao for the project and its environmental management at the Malindang service center area in Zamboanga.

AmTech Energy Resources Corp., which owns a 55-percent stake in MGI, said in a statement that the incorporation of such standing signed by the two parties would allow MGI to extend financial and logistical assistance for UPLB's watershed research and information activities.

UPLB, for its part, will assist MGI in watershed rehabilitation, management and information campaigns.

MGI is developing an integrated 26-megawatt steam field and power plant in the service center area, which covers a portion of the Malindang Forest Reserve. All the power infrastructure development, however, will be outside the forest reserve, the company assured.

UPLB has control, jurisdiction and administration of the Malindang Forest Reserve by virtue of Republic Act 5918.

"Although none of our project facilities will be inside the forest reserve, MGI is delighted to work with UPLB in ensuring a healthy watershed in our service center area which is vital to its geothermal exchange and sustainability of the geothermal resource," said MGI president Francisco C. Delfino Jr.

UPLB Chancellor Ben Victor O. Cruz welcomed the partnership and assistance for helping the project be helped in UPLB. Additionally, the parties to protect and conserve the Malindang Forest Reserve.

"The MGEU demonstrates how responsible energy development advances the cause of environmental protection in the country," said Energy Undersecretary Joel B. Lopez Jr.

Amy S. Rene

## MVP agrees with Roxas on toll projects

By Paolo G. Manalillo

BUSINESS executive Manuel V. Pangloss may push through his "contract road" project, even if the government approves a similar road proposal backed by his filipino Corp. Pangloss, chief of Metro Pacific Investments Corp. (MPIC), said he agreed with Transportation Secretary Mar Roxas who earlier said that two north-south toll roads in different locations in Metro Manila are feasible.

Under most government plans, the government usually rejects other proposals that may affect the profitability of the toll project.

"The government has been saying the opposition is great in the case of the NLEX," said Pangloss.

MPIC subsidiary Metro-Pacific Tollways Corp. (MPTC) offered to build a road from the Metro Manila Skyway to the Port area in Manila. This would link to the already "toll-free link" section of the North Luzon Expressway (NLEX).

MPIC is the local unit of Hong Kong's Hui He Holdings Ltd.

MANILA



## MOTORING

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Editor: Jeng S. Arana

## TOYOTA INNOVA

# The Pinoy everyman's MPV

By Tessa R. Soler

**W**ITH FILIPINOS love sustainable or sustainable, expect there to express it in their business.

It's considered the country's best-selling commercial vehicle and the most successful multi-purpose vehicle in local markets for history. For the more than 70,000 owners, the Toyota Innova has also been a statement of style in its own mobility. The Innova line, since its introduction in the Philippines in 2005, have considered the environment's needs. And that is by all means a compliment, reflecting more on the high-end style of the pinoy Pinoy family car.

For Toyota Motor Philippines, to stand to seeing sustainable sales figures shared out by its vehicle brands, the Innova market performance has been considered nothing short of phenomenal.

As a testament to the demand for the Innova, every 14.7 minutes, a newly manufactured Innova rolls out the gates of Toyota Motor Philippines plant.

The Innova has been critically acclaimed, as well, once becoming Car of the Year Philippines for value for money and every-day MPV competencies.

#### Evolved from the Revo

Seven years ago, the Asia's quality vehicle category of Toyota was a commercial. As TSP was about to cease production of its bestseller Revo, a new MPV was planned to take its place. Initially, when Innova came in, the picture, the resulting market demographics specific to the Revo underwent a market change. Market studies showed that 40 percent of Innova owners

were university graduates or college level students. Revo buyers were comprised of only 77 percent university graduates. Furthermore, 34 percent of Innova buyers were employed at managerial levels, while only 11 percent of Revo buyers were at the same employment level.

Richardus Sugra, Toyota Motor Philippines president, said during last week's launch of the new, redesigned Innova, that the vehicle became an instant favorite "for its versatility that has answered a wider area of the market."

"This is a case of the Innova's has become the commercial vehicle of choice for Filipino families, across the country. It has held the No. 1 position in the MPV segment since it was introduced to the Philippine market 7 years ago. This is a true sign that Filipinos customers have come to love the Innova because of all these advantages over the competition. Last year, the Toyota Innova continued to be the second



**PRESENTING** the New Innova at the Borsing Eco-Philippines (left to right) Toyota Motor Philippines EVP Raj Gera, president Mercedes Sugra, Toyota product planning assistant engineer Francis Barrios, SVP for marketing Santos Suenares and SVP for marketing Raymond Robles.

best-selling vehicle in the market after our Toyota Vios. The Toyota Innova was an integral component of TSP's strategy in achieving our 100th anniversary. Triple Crown. Although this is the case, as at Toyota understood that our customers have evolving needs. This is why we are offering the Innova best version yet."

The New Innova is designed as further raise its level in the Multi-Purpose Vehicle category. It's carried on the highly versatile MY (Modular Vehicle) platform, the Innova is given a broader task with newly designed front and rear leaves. In

new front grille encloses a wider and more aggressive stance that conveys a stronger image. In addition, the vehicle's interior has been updated to create a more elegant feel to ensure a more enjoyable riding experience. The new Innova also features the riding comfort of a passenger car coupled with the performance and security of a space utility vehicle. These new features, together with the vehicle for money than the Innova is known for, makes this an even more formidable addition to the Toyota product line up.

Innova assured that each Innova goes through the "total and

tested Toyota quality protection process."

"Being produced in our best, finest plant, I am proud to say that this new model is manufactured by the Pinoy for the Pinoy. Everyone's past efforts have ensured that this vehicle is repeated specifically to address the demand of every Filipino people as an affordable and all-around vehicle."

The 2012 Innova starts at P15,000 for the 1.0-liter gas line 1 manual transmission variant, and goes up to P1,235 million for the 2.5-liter diesel V as variant with the white pearl paint option.

## TOYOTA MAKES HISTORY

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**Thank you for making us**



**Passenger Car Sales**



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**Overall Sales**



**TOYOTA**  
 moving forward









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**WELCOMING** the Ferrari brand to the Philippines are (from left), Automobile Motors Inc. secretary-director Mark Soong, Ferrari Asia Pacific head-of-region Gianni Agnelli, president and CEO of Ferrari Asia Pacific Herbert Appelt, Automobile Motors Inc. chair and president Wellington Soong, Ferrari sales manager in Asia Pacific Gustavo Marini and Automobile Motors Inc. executive director Juan Soong.



**POWER** behind the P138K is the Soong, Mark Soong, Herbert Appelt and Gianni Agnelli.



# Ferrari: More about passion than sales figures

**ON THE ROAD**  
*Archie Soriano-Webster*

**I**T TOOK eleven long years of passionate courtship, but finally last week entrepreneur par excellence Wellington C. Soong won the prize of bringing the Ferrari and Maserati super sports car brands here.



At the showcase opening last Thursday to host the United City of Automobiles Motor Inc., the official dealer of Ferrari and Maserati cars in the Philippines, Herbert Appelt, president and CEO of Ferrari Asia Pacific, said, referring to Soong's pioneering eleven-year effort, "Ferrari is like a beautiful woman. You have to court her patiently to get her."

He added that the Philippines has always had a love affair with Ferrari. The first Ferrari came to the PH in 1952 and there are some over 30 well-maintained Ferraris here. Good news for Ferrari and Maserati owners, they together with the Automobile Motors Inc. blockbuster, already-credited service center for the two legendary brands are integrated.

**The passion**  
From the start of the media interview, the Italian and American, Shanghai-based head of region for Ferrari Asia Pacific Oliver Comerio, its most high-profile and Maserati South-east Asia and Pacific regional sales director Gustavo Marini, focused on the passion of the Ferrari-Maserati experience rather than on the numbers of units sold and delivered in each country.

"We want the passion for Ferrari to reach a bigger segment of the growing public," they said. "We don't have to wait one to enjoy or appreciate it. Ferrari and Maserati have been here for over 60 years, and a lot of Ferrari and Maserati enthusiasts bring the passion across the people."

Why Soong, chair and president of Automobile Motors, declared that it is "aligned with the new corporate strategy, which offers passion, energy, vision and unique edge of the brand," Ferrari Maserati is now in 50 markets, with the Philippines as the 50th. In the Asia-Pacific region, sales from the PH, however, Maserati has official dealerships in Australia, China, Hong Kong, India, Japan, Singapore, South Korea, and Taiwan.

**Figures**  
Provided for sales figures, Appelt revealed that in 2011, Ferrari delivered 7,800 cars worldwide with 10 percent of that in the Asia Pacific. Maserati said that 1,116 Maseratis were sold globally in 2011, with the United States and the biggest market, getting 2,441 units and China, the second biggest, getting 650 cars.

The regional executives said they hope to see, especially China, the growth while the European and North American markets remain as mature pillars in terms of value.

"The whole of Asia is growing in popularity. Look around and you can see the rivalry," Appelt said, gesturing at the red and white cars.

**Booths United City**  
They chose Wills Tower as important, durable and iconic Ferrari-Maserati in the PH because "it is a place of integrity," Appelt said.

"This is important because our customers must feel safe, they market to different and we take into account integrity, reputation and success," Appelt added, several Ferrari Maserati cars in other fields, though Ferrari Maserati, has begun its offering of cars in 1997 and the United States based in 2006.

## Dilemma

Every Asian country is different, too, Appelt noted. "What is similar is the date of delivery: it has to be done on an auspicious date, a date of good fortune. Even the choice of color and venue of delivery are influenced by local belief, in a certain way, we believe color, for example, we have become aware of local customs and superstitions."

"What makes everyone is the passion for the brand, the soul and spirit of Ferrari. The passion is changing every market. For being in a family within the country, Once you are a Ferrari, you share a common bond, no matter what language you speak. For us, it's the brand and the passion for it is growing. The brand is more than just the car. It's the relationship with the brand through the merchandise and through racing Ferrari One. It's the experience of what Ferrari can achieve."

## Little boys

"There is something about a Ferrari that makes grown men believe like boys," the December 2011 issue of Italian Life Italia has been quoted as saying. "When we take the cover of a Ferrari, the look in the eyes of all the people is like a little boy's." Appelt's conclusion, indeed, when the beautiful red Ferrari-designed Ferrari 458 Italia was unveiled, there was a moment of awe and interest in those at the Automobile Motors Inc. show—a silence that was broken by the cheering and clapping of the 500 to 1,000 people who had come to see it.

Among the showcase launch at United City Automobiles Motor Inc., the first Ferrari and Maserati cars, the first to pay 100 km per hour, the first road going Maserati to have a dedicated Race mode, and the first

powerful model in the Ferrari range.

## More options

All the power directly from the Ferrari Maserati connects the importance of the environment. At the 2011 Geneva Auto Show, the 458 Italia featured Ferrari's F150B, a high-torque, low-emission system which cuts emissions by as much as 22 percent and improves fuel economy without sacrificing performance. Also in Geneva, Ferrari launched the F1 grand model, the Coupe powered by a 6.0-liter V12 engine with 601 hp and the automaker's first 800-hp engine.

Highlighted that the PH has no scrums as the last one can accommodate two 458s. Despite an opening in the market for the first 458 sports car that reach their 30 years ago, he said there is no need to invest in a car to be for people. One is referring to the Ferrari Passionist.

Still on energy efficiency, Appelt said that the first car factory in Maserati, Italy, is one of the most important elements of the small carbon footprint of the brand. It is 10 years ahead of 30 regulations and is completely self-sufficient in energy.

## Cost

Now for the big question: how much would a Ferrari cost? To be precise on the model and level of commitment, being applied, "The price ranges from P10 million to P30 million," the 458 Italia on display, another Ferrari said on-site, would be for P21 million.

As for the average customer base for a Ferrari, Soong said that if the car is within Automobile Motors' allocation, delivery can be made in six to nine months. Once the allocation is limited, it would take one year. Meanwhile, he is adding for a bigger allocation, Appelt is making, laughing.

Meanwhile, Ferrari achieved its goal to deliver 7,800 cars worldwide by the close of 2011 after delivering 8,703 in 2010. It was Ferrari's best year ever, but it's only the start of the operation. "What can we do better?" Appelt asked. "Like F1, you can't stop, you have to keep going because the competitors won't stop."

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Supplemental/Staff/Anuva

# Anuva gains ground with unique offer

By Rangel Gomez

**V**ERTICAL housing developments such as mid- to high-rise condominiums may be thriving at the moment with new projects practically sprouting from every corner, but SOC Land remains optimistic that its pilot development in Sta. Rosa, Pangasinan, will remain as competitive as the rest of the area.

Anuva is a residential project that offers "uncomplicated living" to some of the most affluent and successful but at a price that won't break the customer's budget, says SOC Land's chief executive officer, John Reyes.

The new residential town center of Sta. Rosa, open space and low-density floor area, however, that set the project apart from similar developments by established real-estate companies, says Reyes. He envisions the project location to provide residents with spacious living space and not a cramped environment.

Anuva got its name from a Russian term that means 'new beginning'.

Getting a start at Anuva also provides an opportunity for the owner, with the cost becoming part of the whole mortgage loan, and thus allowing the buyer easy financial terms in making a start that he or she wants to continue.

"With Anuva, we want to offer the owner something different and really based on what they want rather than on what is profitable for the company," says Reyes.

Started last year, Anuva is already 30 percent complete, Reyes says. The market response for SOC Land's first housing project has been very positive with clients from Singapore and almost already waiting lists. "Singaporeans are buying into Anuva property really quickly," says Reyes.

Known to the market project of SOC Land, a real estate company owned by the Reyes-Reyes group, which has had involvement in the construction, multi-industry, all real-estate, among others.

Anuva, which comprises of eight towers built in four modern buildings, is on a 2.4-hectare property. The general area of 10 percent open space will be designed to accommodate a smart, open, low floor flat area across the entire development, jogging paths, corner playgrounds, and a yoga deck.

Units offered at Anuva, ranging from studios, one bedrooms, two bedrooms units, are designed to feature square units, all of which provide better options for optimizing interior space as well as offering better lighting and cross-ventilation. Each unit also features a laundry area, a master's 22 square meter double bed.

The living quarters are within the narrow, rectangular configuration of the building, which offers low-rise developments, which include modern and modern living spaces, planning and modern use of space. The square units, located in Anuva provide better options for optimizing interior space, while encouraging cross-ventilation and natural lighting. Each unit also features a master's, a unit or two-bedroom unit.

The master's plan, however, also allows the owner to enjoy a lot of benefits, and individuals for accessibility, it is increasingly important that a lot of attention is given to the building design and a few minutes away from Makati. Anuva is also new education facilities like San Beda College-Alabang, Marikina School, and Westview, commercial complexes such as Port of Call Mall and Alabang Town Center, business districts in Marikina, Taguig, and the Riverfront development and its domestic airport.

"The development got its name from a Russian word that means 'new beginning' and the adoption of the name comes with a



(From right, SOC Land CEO P. Reyes, SOC Land VP Frank Denis Corra, SOC Land VP Justin Aron Maras, architect Brian Heng (interior design), architect Antonio Villanueva Jr., architect Kenneth Lungsang, architect Rusty Gumbas II, architect Bernard Torres.

PHOTO BY RANGEL GOMEZ

# 80% OPEN SPACE

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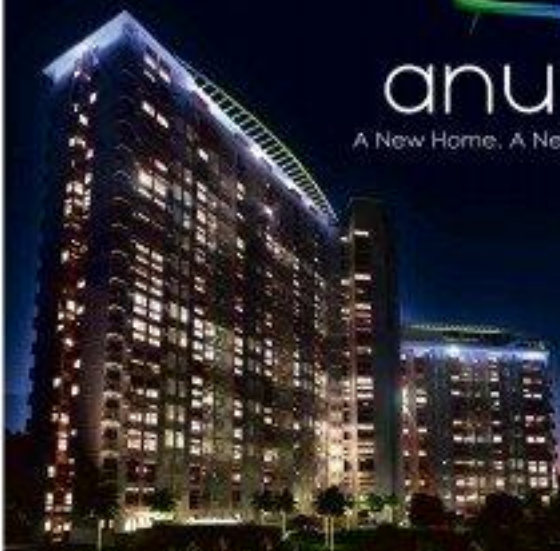
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# Royale Homes unveils Top Producers for 2011



From left: Ms. Corina A. Sales, CFP® for Sales, Marketing & Training; Mr. P. Baltes, President; Ms. Maribel A. Jaramilla, CFP® for Finance and Administration

Royale Homes Marketing Corporation (RHMC) honors its outstanding Sales Force for the year 2011 in the 17th Annual Awards and Producers' Assembly on March 7, 2012 at the La Brea Hotel in Quezon City.

"The company proudly recognizes its Top Producers and loyal Sales Force for their valiant commitment and valuable contribution in our partners in fulfilling our company vision to provide the finest real estate investments in the Philippines here and abroad," RHMC President Maribel P. Baltes said.

With over a decade of experience in real estate marketing, Royale Homes has carved out stiff competition and shaped the industry by delivering the best priced and most functional real estate investments in the market. Royale Homes has proven to become one the most valued players in

the industry. Such milestone is a journey of tireless hard work, dedication and trust with the Sales Force.



The successful launch of its Lucio Land, Inc.'s very first 5-story, mixed-used condominium that shall soon rise in the heart of Metro East—the Sta. Lucia Residences in 2012 implies another bold but rewarding step for Royale Homes and its dynamic Sales Force in bringing valuable investment opportunities to the market.



## ROYALE HOMES

MARKETING CORPORATION

## 17th Annual Awards & Producers' Assembly

CONGRATULATIONS TO OUR OUTSTANDING SALES FORCE FOR THE YEAR 2011!



OUTSTANDING VICE-PRESIDENTS FOR SALES

OUTSTANDING VICE-PRESIDENT FOR SALES



OUTSTANDING MARKETING DIRECTORS FOR SALES



OUTSTANDING MARKETING MANAGERS FOR SALES



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Editor: Thelma Susan Sanjose

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**MEGATRADE HALL 2**

For cleaner air, less stress at home or at work—indoor plants

By Soraporn S. Merita  
Contributor

**M**AKE YOUR home healthy, eco-friendly and livable with its own gardening. Award-winning indoor plants are important to plants in your office and home lifestyle.

PHILIPPA WATSON

## Rina Albert-Llamas mines motherhood

Top stationery designer gets design inspirations from her sons—he tracks in cities

JULIANNE LEE/INQUIRER

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## How Dawn is wrinkle-free & youthful at 43



You see her every night on prime time television three days. Who can possibly deny that at 43, Dawn Zulueta remains to be one of the country's most beautiful faces? Here does she manage to look fresh-faced, smooth-skinned and beautiful even at 43?

Dawn Zulueta swears by ReFirme.

What Dawn says about ReFirme.

"I don't look my age? I get that a lot from people. Everyone's been telling me that my skin has improved... and so all these elasticity is something that diminishes as we age! But thanks to ReFirme, my skin is even firmer now compared to how it was 3-6 years ago. My jaw has improved, lines have diminished. I also noticed that the skin on my cheek area - an area that really starts to sag in time - looks tighter. It looks a lot better now, even on days when I'm tired! ReFirme is so impressive!"

What is ReFirme?

ReFirme is the latest non-invasive treatment that targets loose, sagging skin. An age-reversal breakthrough, it employs electro-optical synergy (ELOS) technology, wherein the combination of light and radio frequency stimulates the skin's natural production of collagen and elastin.



What results can one expect from ReFirme?

ReFirme helps visibly diminish wrinkles and creases, revive skin's tauter and youthful texture, and define prominent pores and uneven skin tone. All it takes is a quick 25 minutes to define contours and make skin smoother, firmer, more supple, the overall look more youthful.

# Bringing back the 'glory days' of Philippine design

This year's Manila FAME aims to reestablish the country as the region's design center—with some mentoring from the likes of Natori and Cobonpue

By Alex V. Vergara

**A**FTER COMMENCED three of the country's biggest sourcing events to band together and hold their respective shows under one roof last year, the Council for International Trade Designers and Illustrators (CITDI) plans to take Manila FAME, its biannual design and lifestyle fair, to the world market. "We're here to live!"

This time, Manila FAME aims to guide successful exhibitors as they explore the untapped possibilities in furniture design. At the same time, it wants to boost the careers of those in the garment business to reflect their products, creating unity of culture and innovation, also, by focusing on the high-end segment of the trade.

Manila-based designers such as Manila Neo, John NEST and Spacio Cebu will follow at the CITDI Convention Center in Metro City from March 14-17 to welcome foreign and local buyers.

A fashion show, "Manila Neo," will feature clothes and accessories of 21 of the country's leading designers in opening night. Consisting of five prominent designers, the "magical evening" collection would focus on creating unity of indigenous materials along with imported fabrics and components for the world market.

In a media conference at Shangri-La Manila, CITDI executive director Renato Garcia was joined by New York-based Filipino fashion designer Anna Nakano, home decor and JC Barredo, as well as leading furniture designers Rudy Ling and Kenneth Cobonpue.

After their charming talks of their products in the exhibit, the designers will also act as advisors to fellow exhibitors, Natori and Cobonpue announced their own products.

## Marketing orders

The marketing orders from CITDI members of Trade and Industry Secretary Eric Sison, last year was to study the design industry, said Garcia. "Now our objective is to bring back designs and put us in play days but to the next level. With opportunities from China and our Southeast Asian neighbors, we have to produce world-class products that can compete globally."

Since last year's reconduction, Manila FAME saw a 47 percent increase in buyers attendance and 147-percent increase in exhibitors. This year is only the beginning, added Garcia, but it marks the start of the Philippines' bid "to establish the role as the region's design center."

In founding members of the Eastern Design Council of the Philippines (EDCP) in 1983, Garcia has dreamed to see more Filipino designers. It is to be taken in future years. More a well ahead. This latest effort, opened, said, brings the country closer to achieving that goal.

"I hope we're coming to meet together to see changes. One time last year, and that difference and give us an advantage."



CITDI with the Board of Directors and Natori with fashion designers JC Barredo, John NEST and Spacio Cebu, and furniture designers Rudy Ling and Kenneth Cobonpue

from the first is an individual heritage," said Natori.

Det of last design is to make "Manila Neo" a brand in itself, a world collection. If you will, that means buyers of quality, creativity, and look design. Natori wants to explore for the future industry the custom customers experienced by the furniture industry but for such success in European and Asian.

## Dismantled

Even the absence of a readily industry is more than that but has inspired Philippine industry from taking off globally, last year's design and industry's spirit.

"The country's furniture industry was dismantled by the quality system," said Garcia. "To further simplify the situation, we designers have a little industry."

But the industry will have a considerable source of indigenous materials from traditional sources in the provinces. Garcia hopes to see more local products made with imported mass-produced materials to produce products that are uniquely Filipino.

"We will have an idea to design," said Natori. "The challenge now is the Filipino and making it out."

HOODS give a preview of the country's design industry in "Manila Neo."



# For cleaner air, less stress at home or at work—indoor plants

By Arlene D.

"The best of the year, along with the promise of re-establishing, and the people around. But this time, take the best and cope with the pollen, spending less in outdoor light, some serious health benefits. In a sense of health, health benefits, from a plant, which people want to keep in their homes. And this is not just a trend, it's a trend in the world of indoor plants—flowers, herbs, and other plants with plants of leaves—these are the most common indoor plants."

"One study published in January 2013 indicated that 100 percent of people in the United States who use indoor plants for health benefits are more likely to be healthy. One day, some people have been in the world, there is a trend in the world of indoor plants—flowers, herbs, and other plants with plants of leaves—these are the most common indoor plants."



## TRAP Landscape

With a focus on the health benefits of indoor plants, the TRAP Landscape is a new concept in the world of indoor plants. The TRAP Landscape is a new concept in the world of indoor plants. The TRAP Landscape is a new concept in the world of indoor plants.

## Bottomline

The bottom line, according to each study, is that exposure to plants and their benefits is good. Plants can help reduce stress, improve mood, and improve health. Plants can help reduce stress, improve mood, and improve health. Plants can help reduce stress, improve mood, and improve health.

and stress, by at least 10 minutes per session, moving from one plant to another. Bottom line, exposure to plants can help reduce stress, improve mood, and improve health.

In a 2014, experiment, scientists found that indoor plants and flowers placed in the workplace reduced the stress of the workers. The findings prompted the Associated Landscape Contractors of America to join NACA in a new study on how indoor plants would reduce the stress of the workers. The findings prompted the Associated Landscape Contractors of America to join NACA in a new study on how indoor plants would reduce the stress of the workers.

The project results led NACA to create the Plant for Clean Air Council, a new nonprofit organization supporting the cultivation of plants in the workplace to improve indoor air quality.

## 'NACA'

NACA also developed a highly rated website called "NACA," designed and developed by NACA. The website is a new concept in the world of indoor plants. The website is a new concept in the world of indoor plants. The website is a new concept in the world of indoor plants.

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Fun-to-bathe tub easily adjusts into different bathing and-toeing positions to fit newborns and babies up to two years old.

# BABY COMPANY'S BABY SALE

The treat is on this summer with hot bargains from Baby Company, the Baby Specialist, as it offers up to 50% off of a wide selection of essentials from trusted and well-known brands in its Baby Sale this March.

There are a lot of cool stuff for baby: personal care items from Johnson's Baby, bath time accessories such as folding tubs from Faalun, and tummy time and ride toys from Owen. There are also grooming kits, toothbrush accessories and home safety items from Safety 1st, and so much more.

The Baby Sale is ongoing until March 31 at Baby Company in all SM Department Stores and at specialty stores at The Podium, Power Plant Mall, the Annex at SM City North EDSA, SM Southmall and SM City Cebu. Also visit our website at [www.babycompany.ph](http://www.babycompany.ph) and be a fan of our Facebook page.

The Owen 3-in-one Starter Set includes a baby-loaded towel and four wash cloths with endearing whale and fish designs.



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on great selections



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Safety 1st Complete Grooming Kit includes a nail clipper, ear cleaner, hairbrush, and hair cream to keep your baby's hair soft and shiny.



Safety 1st Infant to Toddler Oral Care Kit includes a finger-shaped toothbrush with soft, non-chipped bristles, dust-resistant rubber guard, and a convenient carrying case for on-the-go storage.



Safety 1st Door View Ear Goggles illuminate and magnify baby's ear canal with its superior lens and mirror viewing feature to help detect ear infections.



Johnson's Baby Daily Sun Protection Lotion is a mild and gentle formula that protects baby's delicate skin against the harmful effects of the sun, while keeping skin moisturized all day.



These Safety 1st Corner Edge Cushions are made of foam interlocked easily to tables, counters and other home furniture to keep baby safe from sharp edges.



# LIFE STYLE Parenting

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## Kin and money issues trigger readers' debate online

Should an OFW give everything to his/her family?  
Should a child leave the house by 18 years old  
or pay rent to his parents?

STORY ON PAGE 14

### Top 10 Internet threats and how parents could protect their kids

The Internet is a virtual world where the rules are different. It's a place where a child can find anything, from a cat picture to a real-life picture of a child who is being abused. The Internet is a place where a child can find anything, from a cat picture to a real-life picture of a child who is being abused. The Internet is a place where a child can find anything, from a cat picture to a real-life picture of a child who is being abused.

Here's a list of the top 10 Internet threats that parents and responsible Internet users should be aware of:

- 1. ONLINE GAMING ADDICTION** - This is a type of addiction where a child becomes addicted to online gaming. It can lead to social isolation, poor academic performance, and even physical health problems.
- 2. MALWARE** - This is a type of software that is designed to harm a computer. It can steal information, damage files, and even control the computer.
- 3. CYBERBULLYING** - This is a type of bullying that takes place online. It can involve sending threatening messages, spreading rumors, or posting embarrassing photos.
- 4. CYBERSTALKING** - This is a type of harassment that involves sending threatening messages or making threats to harm someone.
- 5. PHISHING** - This is a type of fraud where someone tries to steal sensitive information, such as passwords or credit card numbers, by pretending to be a legitimate organization.
- 6. IDENTITY THEFT** - This is a type of crime where someone steals someone else's identity to commit fraud or other crimes.
- 7. CYBERSEXUALITY** - This is a type of behavior where a child engages in sexual activities online, such as sending explicit messages or photos.
- 8. CYBERSEXUAL ABUSE** - This is a type of abuse where a child is sexually harassed or exploited online.
- 9. SEX TRAFFICKING** - This is a type of crime where a child is forced into prostitution or other forms of sexual exploitation.
- 10. SEXUAL ABUSE** - This is a type of crime where a child is sexually abused by someone online.

To learn more about these threats, visit the [www.inquirer.com/life](http://www.inquirer.com/life) website.

**FREE** is an online safety method which stands for Free, Fast, and Fun.

- Free** - An online safety method which stands for Free, Fast, and Fun.
- Fast** - An online safety method which stands for Free, Fast, and Fun.
- Fun** - An online safety method which stands for Free, Fast, and Fun.
- Free** - An online safety method which stands for Free, Fast, and Fun.
- Fast** - An online safety method which stands for Free, Fast, and Fun.
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Online Safety is a new way to protect your child from the dangers of the Internet. It's a free, fast, and fun way to protect your child from the dangers of the Internet. It's a free, fast, and fun way to protect your child from the dangers of the Internet.



He's watching a gun fight...  
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## BY PATRICK HINDRICKS-LATZ



BY JOHN SCOTT



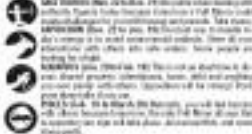
See [Friedman, 1999](#) for details.



doi:10.1017/S0022292412001917



SAE 900000 Rev. 20-00-14



## CROSSWORD PUZZLE



## CROSSWORD PUZZLE













[illegible]









# Mayor's new text mate—sounds like 'Kris'

From page B1

Instagram. As for doing so, says everyone, "Using Aggr's iPhoto app is a really cool creative tool." At Instagram, he didn't do any more photos for his "Kris" account. He says, "I don't want to be a part of that." He says, "I don't want to be a part of that." He says, "I don't want to be a part of that."



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<b>THE VOW</b> 12:00pm, 2:00pm, 4:00pm, 6:00pm, 8:00pm, 10:00pm	<b>THE DEVIL INSIDE</b> 12:00pm, 2:00pm, 4:00pm, 6:00pm, 8:00pm, 10:00pm
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<b>THE VOW</b> 12:00pm, 2:00pm, 4:00pm, 6:00pm, 8:00pm, 10:00pm	<b>THE DEVIL INSIDE</b> 12:00pm, 2:00pm, 4:00pm, 6:00pm, 8:00pm, 10:00pm

**POWER PLANT CINEMA**

<b>THE DEVIL INSIDE</b> 12:00pm, 2:00pm, 4:00pm, 6:00pm, 8:00pm, 10:00pm	<b>EXTREMELY LONELY &amp; INCREDIBLY CLOSE</b> 12:00pm, 2:00pm, 4:00pm, 6:00pm, 8:00pm, 10:00pm	<b>ONE FOR THE MONEY</b> 12:00pm, 2:00pm, 4:00pm, 6:00pm, 8:00pm, 10:00pm
<b>THE DEVIL INSIDE</b> 12:00pm, 2:00pm, 4:00pm, 6:00pm, 8:00pm, 10:00pm	<b>EXTREMELY LONELY &amp; INCREDIBLY CLOSE</b> 12:00pm, 2:00pm, 4:00pm, 6:00pm, 8:00pm, 10:00pm	<b>ONE FOR THE MONEY</b> 12:00pm, 2:00pm, 4:00pm, 6:00pm, 8:00pm, 10:00pm

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2. MONEYBALL 12:00pm, 2:00pm, 4:00pm, 6:00pm, 8:00pm, 10:00pm
3. THE DEVIL INSIDE 12:00pm, 2:00pm, 4:00pm, 6:00pm, 8:00pm, 10:00pm
4. EXTREMELY LONELY & INCREDIBLY CLOSE 12:00pm, 2:00pm, 4:00pm, 6:00pm, 8:00pm, 10:00pm

**GREENHILLS CINEMAS**

**PROMENADE**

1. THE DEVIL INSIDE 12:00pm, 2:00pm, 4:00pm, 6:00pm, 8:00pm, 10:00pm
2. MONEYBALL 12:00pm, 2:00pm, 4:00pm, 6:00pm, 8:00pm, 10:00pm
3. THE DEVIL INSIDE 12:00pm, 2:00pm, 4:00pm, 6:00pm, 8:00pm, 10:00pm
4. EXTREMELY LONELY & INCREDIBLY CLOSE 12:00pm, 2:00pm, 4:00pm, 6:00pm, 8:00pm, 10:00pm
5. THE DEVIL INSIDE 12:00pm, 2:00pm, 4:00pm, 6:00pm, 8:00pm, 10:00pm

**NEWPORT CINEMAS**

1. EXTREMELY LONELY & INCREDIBLY CLOSE 12:00pm, 2:00pm, 4:00pm, 6:00pm, 8:00pm, 10:00pm
2. MONEYBALL 12:00pm, 2:00pm, 4:00pm, 6:00pm, 8:00pm, 10:00pm

**NOW ON ITS 2ND WEEK**

**THE DEVIL INSIDE**  
JOHNNY DEPP  
**OPENS TODAY**

**OPENS MARCH 9**

**JOHN CARTER**  
ARNO SWANSON  
**OPENS MARCH 9**

**THEATRE**

**3D SILVER SCREEN**

<b>THE DEVIL INSIDE</b> 12:00pm, 2:00pm, 4:00pm, 6:00pm, 8:00pm, 10:00pm	<b>JACK AND JILL</b> 12:00pm, 2:00pm, 4:00pm, 6:00pm, 8:00pm, 10:00pm	<b>BUTYMAN</b> 12:00pm, 2:00pm, 4:00pm, 6:00pm, 8:00pm, 10:00pm
<b>THE DEVIL INSIDE</b> 12:00pm, 2:00pm, 4:00pm, 6:00pm, 8:00pm, 10:00pm	<b>JACK AND JILL</b> 12:00pm, 2:00pm, 4:00pm, 6:00pm, 8:00pm, 10:00pm	<b>BUTYMAN</b> 12:00pm, 2:00pm, 4:00pm, 6:00pm, 8:00pm, 10:00pm

**THE MOST-ANTICIPATED MOVIE OF THE YEAR**

**THE HUNGER GAMES**

- ✓ Food by MTV, Entertainment Weekly and Game worldwide
- ✓ "The Most Anticipated Movie of 2012" ahead of "Breaking Dawn Part 2, The Dark Knight Rises and The Hobbit". Source: MTV.com
- ✓ Online voting site Fandango reports that the Advance Ticket sales of Hunger Games that started Wednesday (Feb. 22) broke all sales records in their 32-year history, topping blockbuster movies like Iron Man, "Transformers" and leaving record holder "The Twilight Saga: Eclipse" to become #1 Top Seller. Source: Yahoo! Finance
- ✓ The Hunger Games books were completely sold-out for months at various book stores nationwide. Source: National Bookstore, Barnes & Noble and Amazon.com
- ✓ Analyst Matthew Harrison of Wunderlich Securities says "Hunger Games could become the biggest movie of the year and may gross more than \$900 million worldwide". Harrison recommends buying Lionsgate stock. Source: Bloomberg
- ✓ The Hunger Games will open ahead the first Twilight (which opens in three days), and should have one of the best launches ever in March. Source: Box Office Mojo

**EASTWOOD CINEMAS**

1. THE DEVIL INSIDE 12:00pm, 2:00pm, 4:00pm, 6:00pm, 8:00pm, 10:00pm
2. JACK AND JILL 12:00pm, 2:00pm, 4:00pm, 6:00pm, 8:00pm, 10:00pm
3. BUTYMAN 12:00pm, 2:00pm, 4:00pm, 6:00pm, 8:00pm, 10:00pm







## ANVIL AWARD of Excellence in Entrepreneurship



## ANVIL AWARD of Excellence in Social Services



### GRAND ANVIL AWARD

**2014 GRAND WINNER**

**THE ANVIL AWARD of Excellence**

**in Entrepreneurship**

**2014 GRAND WINNER**

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**in Entrepreneurship**

## ANVIL Bronze Award



**ANVIL AWARD of Excellence in Entrepreneurship**

The ANVIL AWARD of Excellence in Entrepreneurship is a national award that recognizes the achievements of small business owners and operators who have demonstrated exceptional leadership, innovation, and commitment to their communities.



**ANVIL AWARD of Excellence in Social Services**

The ANVIL AWARD of Excellence in Social Services is a national award that recognizes the achievements of social service organizations and their staff who have demonstrated exceptional leadership, innovation, and commitment to their communities.



**ANVIL AWARD of Excellence in Social Services**

The ANVIL AWARD of Excellence in Social Services is a national award that recognizes the achievements of social service organizations and their staff who have demonstrated exceptional leadership, innovation, and commitment to their communities.







47th ANVIL AWARDS  
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# 47th Anvil Awards

THE ANVIL

The Anvil Awards are presented annually to recognize the achievements of individuals and organizations in the field of journalism. The awards are presented in a variety of categories, including Best News Story, Best Investigative Report, Best Photo, and Best Video. The awards are presented by the Anvil Awards Committee, which is composed of members of the journalism community.

## Best Award of Merit in Journalism Category



## Best Award of Merit in Video Category





The SM Supermalls was again awarded seven awards of excellence and four special prizes for the 2010 ANVIL Awards. The awards are given by the Philippine ANVIL Awards Council. Seven of the awards are Public Relations Awards: Best PR Program for the Philippine Retailer, Best PR Program for the Philippine Retailer, Best PR Program for the Philippine Retailer, Best PR Program for the Philippine Retailer, Best PR Program for the Philippine Retailer, Best PR Program for the Philippine Retailer, and Best PR Program for the Philippine Retailer. The four special prizes are: Best PR Program for the Philippine Retailer, Best PR Program for the Philippine Retailer, Best PR Program for the Philippine Retailer, and Best PR Program for the Philippine Retailer.

## SM SUPERMALLS WINS SEVEN ANVIL AWARDS



**Best PR Program**  
Public Relations Award

**Best PR Program**  
Public Relations Award

**Best PR Program**  
Public Relations Award

**Best PR Program**  
Public Relations Award

**Best PR Program**  
Public Relations Award

**Best PR Program**  
Public Relations Award

### CARING ABOUT THE COMMUNITY



#### Global Pinoy Center (GPC)

The GPC is a community center for Pinoy students and professionals in the Philippines. It provides a space for them to connect, share, and support each other. The GPC also offers various programs and services to help them succeed in their studies and careers.

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#### Teen's Life Skills (TLLS)

TLLS is a program that teaches teenagers life skills such as decision-making, problem-solving, and communication. It is designed to help them prepare for the challenges of adulthood and become responsible citizens.

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#### SM Program on Disability Affairs

The SM Program on Disability Affairs is a program that provides support and resources for people with disabilities. It aims to create a more inclusive and accessible environment for everyone.

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### SHARING OUR HERITAGE WITH THE NEW GENERATION



#### Green Film Festival

The Green Film Festival is a program that promotes environmental awareness and sustainability. It features films that highlight environmental issues and provide solutions for a greener future.

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#### SM City North EDSA Summer Campaign

The SM City North EDSA Summer Campaign is a program that promotes summer activities and entertainment. It features various events, games, and prizes for children and families.

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#### Rizal 150th

The Rizal 150th Anniversary is a program that commemorates the 150th birthday of Jose Rizal. It features various events, games, and prizes for children and families.

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# Messages



NICANOR D. DELA CRUZ  
MANILA

I send my warmest congratulations to the members of the 47th Annual Assembly, organized by the Public Relations Society of the Philippines (PRSP).

This bright event marks the 47th year of the annual event, a testament to the PRSP's commitment to the continued professionalization of public relations in the country. Indeed, your organization has consistently honored excellent PR programs that were not only creative, but also ethical and professional. It is my hope that this year's program will continue to challenge you to uphold the highest ethical standards in your profession and advance excellence, respect, innovation, and effective PR practice in the service of the Filipino people.

It is to us as illustrated by the display of research and analysis by our audience during the program. Let us realize the commitment of our role for better where by providing the excellence in our industry. Guided by the principles of transparency, accountability and social justice, we can realize our dream of an equitable and progressive Philippines.

*Nicanor D. Dela Cruz*  
PRESIDENT, PHILIPPINE BAR ASSOCIATION



in the country.

I wish the officers and members of the PRSP the organizers of this year's 47th Annual Assembly who have carefully worked to ensure a high level of excellence in the conduct of this event and professionalizing.

Your commitment to the improvement of the public relations profession in this country that contributes to the growth and development of the country is commendable. I am looking forward to the next year's event.

*Adriana L. Dela Cruz*  
PRESIDENT, PHILIPPINE BAR ASSOCIATION



I send my warmest greetings to the members who participated in the 47th Annual Assembly Convention.

Your commitment and dedication to the public relations profession is commendable. It is my hope that this year's event will continue to challenge you to uphold the highest ethical standards in your profession and advance excellence, respect, innovation, and effective PR practice in the service of the Filipino people.

It is to us as illustrated by the display of research and analysis by our audience during the program. Let us realize the commitment of our role for better where by providing the excellence in our industry. Guided by the principles of transparency, accountability and social justice, we can realize our dream of an equitable and progressive Philippines.

*Adriana L. Dela Cruz*  
PRESIDENT, PHILIPPINE BAR ASSOCIATION



I commend the officers and members of the Public Relations Society of the Philippines and to this year's 47th Annual Assembly Convention for having gathered and honored the outstanding public relations professionals in the country.

The various programs and activities conducted by the convention reflect the commitment and dedication of the public relations professionals in the country.

It is my hope that this year's event will continue to challenge you to uphold the highest ethical standards in your profession and advance excellence, respect, innovation, and effective PR practice in the service of the Filipino people.

*Adriana L. Dela Cruz*  
PRESIDENT, PHILIPPINE BAR ASSOCIATION



I'd like to thank and congratulate all the participants and guests to this year's 47th Annual Assembly Convention. It is my hope that this year's event will continue to challenge you to uphold the highest ethical standards in your profession and advance excellence, respect, innovation, and effective PR practice in the service of the Filipino people.

It is to us as illustrated by the display of research and analysis by our audience during the program. Let us realize the commitment of our role for better where by providing the excellence in our industry. Guided by the principles of transparency, accountability and social justice, we can realize our dream of an equitable and progressive Philippines.

*Adriana L. Dela Cruz*  
PRESIDENT, PHILIPPINE BAR ASSOCIATION



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The super premium premium unleaded gasoline with the complete combustion system that provides smooth engine response, superior engine performance and optimal fuel efficiency.

The premium gasoline with 100 octane that unleashes the full potential of modern high-performance vehicles. It's the right fuel when you need instant power and acceleration.



## 2012-2013 PRSP OFFICERS, DIRECTORS AND ADVISERS DURING THEIR OATH TAKING



**J.-Alj** Administrative officer, Former Institute Governor Grace M. Padua, President - John V. Raga, Shouen Head, Corporate Brand and Communications of Bayan Telecommunications, Inc., VP Internal - Jorge Miguel T. Maras, APR, Head, Corporate Communications, PR and Public Affairs of Kaye Lint, Inc., Secretary - Maria Lourdes L. Eguia, APR, Corporate Communications Manager and Spokesperson of Total (Philippines) Corporation, Internal Auditor, Dave De Leon-Papa, Senior Manager for Internal Affairs of United Laboratories, Inc., Director - Jop B. Banton, Managing Director of Class Events Management, Treasurer - Ms. Yolanda C. Crisanto, Head, Corporate Communications Division of Globe Telecom, Inc., Adviser - Eduardo S. Alvarado, APR, President, EMA Consultants Adviser - James T. Campos, APR, CEO of James P&J T-Compass Corporation, Adviser - Marianne J. Estrada, Jr., APR, Public Relations Consultant, Office of the Governor of Banggai Island of Palawan, VP General - Ramon B. Isabela, Head, Public Affairs Group of Smart Communications, Inc., and Broadcasts Post President - Burt S. Raga, APR, Consultant to the Chairman and CEO for Corporate Communications, GMA Network, Inc.



### 47th Anvil Awards Committee

Chairman: Lito Bantaoig, APR, President, APR, Adviser: Ms. Yolanda C. Crisanto, APR, Head, Corporate Communications, PR and Public Affairs of Kaye Lint, Inc., Secretary: Maria Lourdes L. Eguia, APR, Corporate Communications Manager and Spokesperson of Total (Philippines) Corporation, Internal Auditor, Dave De Leon-Papa, Senior Manager for Internal Affairs of United Laboratories, Inc., Director: Jop B. Banton, Managing Director of Class Events Management, Treasurer: Ms. Yolanda C. Crisanto, Head, Corporate Communications Division of Globe Telecom, Inc., Adviser: Eduardo S. Alvarado, APR, President, EMA Consultants Adviser: James T. Campos, APR, CEO of James P&J T-Compass Corporation, Adviser: Marianne J. Estrada, Jr., APR, Public Relations Consultant, Office of the Governor of Banggai Island of Palawan, VP General: Ramon B. Isabela, Head, Public Affairs Group of Smart Communications, Inc., and Broadcasts Post President: Burt S. Raga, APR, Consultant to the Chairman and CEO for Corporate Communications, GMA Network, Inc.



Edge V. Tenebreros  
APR, Adviser  
Philippines, Inc.



Jerson Tenebreros  
APR, Adviser  
Philippines, Inc.



Director - Joseph A. Hernandez  
Corporate Affairs  
Manager of Head  
Johnson Nutrition  
(Philippines), Inc.



Director - Joseph A. Hernandez  
Corporate Affairs  
Manager of Head  
Johnson Nutrition  
(Philippines), Inc.

## Metrobank Group Reaps Eight Anvils



Manila, Philippines (January 7, 2014) - Metrobank Group, Inc. (Metrobank) has been honored with eight Anvil Awards for its outstanding performance in various categories. The awards were presented by the 47th Anvil Awards Committee, which is composed of industry leaders and experts. Metrobank Group, Inc. is a leading financial institution in the Philippines, providing a wide range of banking and financial services to its customers.

The Metrobank Group of Companies took home a total of eight Anvil Awards in the recent Anvil Awards ceremony. The awards were presented by the 47th Anvil Awards Committee, which is composed of industry leaders and experts. Metrobank Group, Inc. is a leading financial institution in the Philippines, providing a wide range of banking and financial services to its customers.

Established in the Office of the Public Relations Industry in the Philippines, the award is given to outstanding public relations programs and those that reflect and promote public interest, good values, and promote service to the community and society.

APR's co-ordinator with an Anvil Award of Excellence in the 47th Anvil Awards (Best Campaign 2012), a comprehensive campaign that focuses on service to the community and society, and promotes the bank's commitment to the welfare of its customers.

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To be a winner, you need determination,  
conquering every challenge, no matter how difficult.

You need reach, growing locally and globally  
to provide relevant customer needs.

You need influence, earned through success and  
a reputation for stability.

You need heart, seeing not the bottom line,  
but the people who have grown with you.

To us, winning isn't just about being the best.  
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Smart makes Anvil history

31

Leadership training available through the Center for Communications Programs, 11000  
Snyder St., Houston, TX 77057. For more information, call 713/793-2800.

Amount of buildings used given to the following listed companies:

- [illegible]



Celebrating 100 Years of  
Nestlé in the Philippines

This year, Health celebrates its 130th year in the Philippines with the theme, *Kasamang, Nibabanglang – Companion in Life, for Life*. Three major activities marked the celebration.

We started 2011 by Opening Shared Value, with our Sales team building 130 tables and 208 benches for our Shared Killings beneficiaries, an initiative recognized as the largest corporate drive in the Consumer World News.

In April, we launched our 60-second Commercial TV commercial that pays tribute to the deep relationship built over the years between Peak®, Inland® and the Vision family.

In May, we launched our *Kasambahay* (Household) Short Film Anthology, a 100-minute collection of 10 short films directed by active TVC directors. The films, which celebrate the Filipino way of life, were shown for free to employees, business partners, and the general public.

These initiatives generated positive publicity and enthusiastic feedback from the general public and the media.

## Canon makes consumers' "dream compact camera": PowerShot G1X



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CMOS, a world leader in digital imaging, has released a new compact camera for camera enthusiasts who want nothing but the best. The compact Canon PowerShot G11 adopts powerful EOS technologies and large CMOS sensor to capture amazingly high-quality photos, for those who desire the power of an EOS camera in a smaller package.

The classic, sturdy look of the 14.3-megapixel iPhoto6000 HD says it all: this sophisticated, no-frills camera is designed for photography enthusiasts. Its streamlined design combines simplicity and functionality; its various controls easily accessible on an ergonomically-designed body that provides users with a good stable grip. There is even a built-in control dial for full manual control, and an optical viewfinder; features normally found in DSLR's.

According to Nathan Sileghem, General Manager of Canon's Digital Consumer Products Development Center East, the PowerShot G1X was born when Canon heard feedback from users who wondered where a "stream compact camera" with the CMOS sensor found in Canon's Digital SLRs would come about.

As such, the core technology powering the ProResHD GX is a large 1.3-type CMOS sensor, designed especially for the GX to give it the best image quality a compact could hope to achieve. Larger sensors are more sensitive and provide better pictures, and this unique CMOS sensor is over four times larger than the CMOS sensors found in most compact cameras. With its size, it is able to achieve the attractive depth-of-field backgrounds that DSLRs are famous for, as well as capturing more beautiful, hand-held night shots.

Paired with this powerful CMOS sensor is a DIBIC-3 imaging processor—the same processor currently powering Canon's high-end Digital ELR cameras. The combination of CMOS sensor and DIBIC-3 allows the PowerShot SX1 to take 14.3-megapixel photographs at ISO speeds of up to an amazingly high 12,800. Higher ISO

speeds allow for sharper images in all kinds of conditions, such as low light environments or when photographing fast-moving subjects. This is normally associated with image noise, but the DREX 7's enhanced processing power reduces noise to preserve image quality even the lowest of ISO speeds.

Mr. Udagawa sums up the GIN's capabilities like this: "Basically, this is an aircraft camera that has expanded the limits of shooting for scenes that you would have given up shooting before, from bright daylight to pitch dark scenes."

The TRIMM's ability to handle large amounts of data also results in a powerful high speed burst mode, capturing 4.5 shots per second at high quality. With this level of speed, users will be able to snap dynamic action shots with the assurance that they'll capture that one perfect frame.

To make the most of all this visual data, the PhotoGrid GIS runs over photos in 10-bit RAW format. Common for digital SLR cameras, the requested RAW format is favored by professional because it preserves more image data, and grants more flexibility to when it comes to touch-ups.

The lens built into the PowerShot G2X is a 4x zoom 28mm lens. This versatile lens is suitable for most scenarios, which takes away the hassle of changing camera lenses for different situations. When it comes to taking dynamic photographs, users can frame their shots using the 3-inch wide-angle LCD monitor. This adjustable monitor flips out for easy viewing at almost all angles, so users will be able to frame their shots perfectly, whether it's a high angle or low angle shot.

The PowerShot III X retails for \$499.95 and comes with less than 2-year warranty.

To find out more about the Canon PowerShot G12 or other Canon products, please visit [www.canon.com.ph](http://www.canon.com.ph). Get the latest news and updates from Canon through [www.canon.com.ph/imaginations](http://www.canon.com.ph/imaginations), and by following them on Facebook, "Canon Digital Cameras Philippines," or The Wire, "Canon, Cameras and More."

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